Tom's Lord

Home Lore

An Encyclopedia of Wisdom
for the
Bride and Groom

PUBLISHED BY
REGAN, DENT & COMPANY
BIRMINGHAM, ALA.

PREFACE

SUCCESSFUL business men think it pertinent to offer this volume of wisdom to the newly married couple as they start on their great journey through life. We share this view.

One of the duties of experienced and successful men is to make available to the bride and groom the gleanings of their experience and especially to try and recreate something of the mental background that is engendered by these facts and proven theories.

It is, therefore, of real importance that the bride and groom treasure this volume of wisdom. Its contents will afford invaluable counsel on the subjects they are interested in throughout their life journey.

We wish to express our particular thanks to the executives of the successful enterprises, whose names appear opposite each treatise, who aided us so materially in compiling this book.

REGAN, DENT & CO.

This Certifies, *That on the*

.....*day of*.....

in the year of our Lord, 192.....

.....

and

.....

were by me united in

MARRIAGE

at.....

according to the Ordinance of God and Laws of the

.....

.....

.....
.....
Witnesses

Wedding Guests

Best Wishes

A wish from the bride's maid of honor:

A wish from the groom's best man:

The Presents

Conversation Etiquette

While conversation cannot be made by rule, there are certain principles which, if followed, make social intercourse easier and pleasanter. At a social affair, such as tea or reception, no very deep or serious topics can be discussed, as each person has only a few minutes with any other.

Anything in the nature of argument should be avoided, for if strong opinions are held on either side the talk becomes heated and excited and mars the pleasure of other guests.

One person should not monopolize the conversation, but, on the other hand, no one is more welcome than a person who can be depended on for small talk.

Interrupting is bad form, unless there is some excellent reason, in which case a polite word of excuse makes it permissible.

It is unnecessary to say that good listening is an essential of good conversation. And listening is not merely keeping quiet while your companion is talking. It means concentrating your attention on the speaker without letting your gaze stray off here and there.

When a third person joins you it is polite to give the newcomer some intimation of what the conversation is about. It is only courteous to include her by saying some such thing as, "Miss Gray, we were just talking about the joy of motoring in Southern California."

It is very thoughtless and rude to crowd a person out of a conversation by ignoring her presence, disregarding her observations and failing to address any remark to her. This is more frequently the fault of young persons than of those more experienced in society.

Do not be a persistent questioner. That is as annoying as being constantly asked to repeat. It is easy to fall into such conversational habits. Another habit to avoid is the over-working of certain phrases in answer to remarks.

Contradicting is extremely rude. You may differ, but to tell another person flatly that he or she is all wrong is not polite. If a dispute seems likely to develop, withdraw as tactfully as possible or try to change the topic. Avoid being one of those persons who believe in aggressive frankness of speech.

Importance Of Foodstuffs

It was Shakespeare who first made the statement to the effect that digestion waits on appetite — and good health on both. Although the statement was made more than three hundred years ago it is confirmed by leading health authorities today who declare that appetite increases the flow of the digestive fluids causing the food to be digested more easily. Most of our ills are caused by the fact that we eat when we have little or no appetite.

Now we must eat in order to live whether we have an appetite for the food or not. Fortunately for mankind there are several ways and means of increasing one's appetite—of creating a desire for food—and one of the best means is by the use of foodstuffs which lends added zest.

A home may be palatial in appearance and be furnished in the most sumptuous and up-to-date manner, or it may be unpretentious and contain the bare necessities of life—but it must have the right quality of food on the table if it enjoys the great essential factor that completes the ideal home.

Purveyors of food are legion, but like every other line of merchandise on the market, not all deal in first rate goods which the discriminating public wish. For this reason establishments that handle only the highest grades of table necessities become leaders in this industry.

The type of store you will want to make permanent contact with must handle nothing but the very best grades of foodstuffs, and in large varieties. It must be clean, wholesome and inviting. And, above all, it must be operated upon up-to-date merchandising methods in order that it can give you the very best prices consistent with quality and good business.

If you select this type of store you will be able to always enjoy the very highest type of foodstuffs at the lowest possible prices and, regardless of what part of the city you decide to make your home, you will be able to continue your patronage. Every community in the city, you will find, is able represented by these stores, which have become an invaluable asset to the housewife.

It is through buying and selling power, rather than inferior quality, that makes these stores the logical ones to receive your patronage.

May we wish you the best of Happiness and Foodstuffs

Largest Variety
Unsurpassed Quality
Commodious and Clean
Courteous and Accommodating
Cash and Carry

CHEAPER
----*and*----
CHEAPER

CLARENCE SAUNDERS
SOLE OWNER OF MY NAME

History of Real Estate

Real estate has been and always will be the most outstanding and important factor in the growth and development of the world. It is the foundation of all wealth, has caused more wars, more bloodshed, and above all, more happiness than any other thing known. It is everlasting in nature, never known to depreciate; has unlimited life, and is by all reasoning the safest and soundest investment known.

It is your religious duty to own real estate. This is proven in the fact that the Lord Himself created the first sub-division for man. He set aside the Garden of Eden, beautified it with flowers, shrubbery, fruits and many other attractions of nature, turned it over to Adam and Eve and instructed them to use it as a home.

From that day until this, home ownership — real estate buying as an investment and for speculation — has been one of the greatest activities of the human race. Today every fortune and all industrial and commercial developments of every nature are founded on real estate. It is the one absolute necessity at all times and under all conditions. There is no moment from the time of your birth until death that you are not continually utilizing and occupying some form of real estate and, at death, your last resting place is in the bosom of Mother Earth.

There is no form of pleasure, nor method of conducting business—no city, county, state or country—that is not at all times and under all conditions utilizing real estate every moment of its existence. As far back as history goes up to the present time, and for all future generations to come, real estate has and always will offer unlimited opportunity for speculation. Buying and selling real estate is the most fascinating and profitable avocation to be found. If properly handled it will pay dividends twelve times a year, will increase in value as the years roll by and can never be destroyed.

Every person should make this resolution:

I will own a home, I will invest in real estate and take an interest in its growth and development.

Make this resolution today, and it will declare dividends in cash, enjoyment, happiness, and will make you a better citizen.

REAL ESTATE

Homes
Business Property
Residence Lots
Acreage

Safe
Pleasant
Profitable

Start life in the right way, buy a home, make an investment in real estate. It will pay big dividends in cash, will steadily increase in value, and cannot be destroyed.

Homes for $2000 *to* $100,000
Investments for $100 *to* $1,000,000

We know real estate, and offer you the service and advice of our organization

Denman and Co.

REAL ESTATE AND INSURANCE

We Sell Enhancement Properties

2125 3rd Ave., North Dial 3-6251—3-6252

You and Your Bank

A GOOD BANKING CONNECTION that will prove helpful throughout the years of wedded life is one of the prime necessities of every newly-married couple, regardless of their station or position in life.

The bank should be selected with unusual deliberation. It should be a bank with a reputation for successful, careful and conservative management; one that adheres rigidly to sound banking principles; one having invested capital affording a large margin of safety to its depositors, and one that gives every evidence of being a permanent and integral part of the community.

A checking account, of course, is inevitable. The convenience of paying bills by check is manifest. It saves time and helps to establish credit. Check stubs provide a simple form of bookkeeping. A cancelled check is a legal receipt.

Every couple aspiring to get ahead in life should have a savings account. A good rule to establish at the outset is to deposit ten per cent of the pay check regularly in the savings account. To make sure of doing this, pay yourself first—before you pay the butcher, the baker, the grocer, and other. Save first then you will never feel the want of money.

A family budget system will make systematic savings much easier. It will stop the leaks that prove so costly in many families. It will convert you to the practice of saving for things worth while. Many of the more successful couples make it a rule never to buy an article until they can pay cash for it.

With a bank paying four per cent compounded quarterly, it is surprising how rapidly the interest mounts up when deposits are made regularly. As your surplus grows you, no doubt, will want to invest it in mortgages or bonds. Always consult your banker before making an investment regardless of its nature. He has devoted years to the study of proper and safe investments. Often he will save you from making an unfortunate investment.

Insurance papers, deeds, bonds, etc., should be placed in a fire-proof, burglar-proof safe deposit box. Individual boxes can be rented at a nominal sum. Only you or your authorized agent has access to the box.

Home Managers Also
Need A

Helpful Banking Service

This bank, growing just like Birmingham, offers a complete financial service under one roof.

Commercial Banking
Safe Deposit Boxes
Checking Accounts
Investments

We pay double Interest
Personal and 4%

Southside Bank

Ave. C and 20th Birmingham, Ala.

Electric Refrigeration

Our impression of the high cost of household refrigeration dwindles astonishingly when we stop to consider how costly would be an attempt to do without it. Try to estimate, if you please, the tremendous loss of spoilage of foodstuffs in such an event. Take into consideration the toll it would exact in the form of sickness and its attendant doctors' bills. These are the things that follow as sure as day follows night, when bacteria are allowed to breed in the food that we take into our bodies.

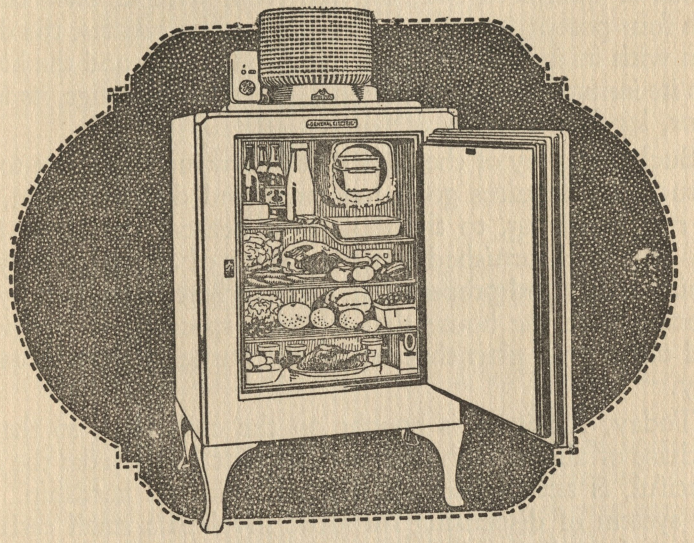
Just any method of cooling foods is not refrigeration; we must employ a method that cools them below the point of bacteria growth. A temperature of fifty degrees fahenrenheit, or lower, is necessary to bring about this condition but an average temperature of sixty degrees is the best we can attain with ice.

Proper household refrigeration exists today because of the electric refrigerator. Electric refrigeration is no longer in the experimental stage. It is an accomplished fact. And now any housewife may enjoy its superior advantages with absolute confidence as well as added economy.

Almost any electric refrigerator will maintain a temperature of fifty degrees or lower, but it is only those products of the greater organizations who have behind them unlimited capital and research facilities that are made to stand up under this service for more than a few years. The efficiency of an electric refrigerator is dependent almost wholly upon the icing unit rather than the box itself, and the most satisfactroy icing units made are those that are sealed from the dirt, dust and moisture that cause machinery to wear out. A machine so protected can insure infinite and uninterrupted service, which means that the buyer has made a permanent investment for health, happiness, convenience and economy.

There is now available a simple, practical, trouble-proof icing unit that takes automatic refrigeration definitely out of the experimental stage. Only an institution with world-wide resources could have produced so outstanding an achievement. Electric refrigeration—above all things an electrical problem—has been solved electrically by the world's outstanding group of electrical experts.

GENERAL ELECTRIC
Refrigerator



NOT A BELT, a fan or a drain pipe. Never needs oiling. Is unusually quiet. It's portable—install it anywhere —move it anywhere. And do not overlook the strong, attractive cabinets—built for service.

Guaranteed by General Electric

Maddox Electrical Sales Company

706 So. 29th St.—Phone 4-3476

ATWATER KENT
RCA RADIOLAS

ELECTRIC AND
GAS RANGES

The Well-Furnished Home

Before the honeymoon has waned the young married couple begins to think of home—to look forward to a place they can proudly call home; a place that is well-furnished and well-kept.

They visualize the reception hall with its beautiful suite of walnut or quartered oak; the bed room with its twin beds or large four-poster, its varied comforts and necessities; the dining room with its imposing chairs, table and buffet, and the kitchen with its innumerable conveniences—its stove or range, its refrigerator, kitchen cabinet, etc.

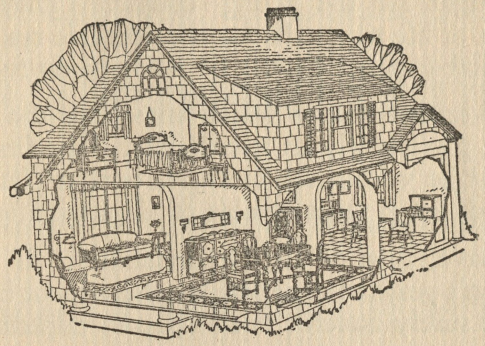
Such is the joy of the days that follow marriage, but to realize such joy requires good judgment and discrimination. Do not run, headlong, to the loudest or nearest vendor of furniture—the well furnished home is a thing of art and beauty that requires study and preparation, and can best be realized by consultation with the house that makes a specialty of catering to good taste, on a plan that makes the burden light and easy to carry.

Today, furniture is bought on the club plan, so that the purchase of all the high class articles that go to make the home beautiful, is accomplished easily and with no hardship. The new system of dispensing furniture involves a small cash payment and small installments spread over a period of months, thus bringing the well-furnished home into existence as if by magic.

There are, however, different kinds of "club" plans. A reliable furniture dealer conducts this plan for your personal convenience at no profit to himself, while others have this plan for their own personal gain. If you will be wise you will assure yourself before buying that it will cost you no more to enter the dealer's club plan than if you paid cash.

No young couple can afford to neglect furnishing the home at the earliest possible moment. Go direct to the furniture house that assures you it has the best goods, at reasonable prices, and can give you terms that will not mortgage your happiness and peace of mind in the future.

Be sure to determine whether the sanctity of your home will be assured in case of sickness or unemployment. This is vital.



This Book Is Worth TEN DOLLARS TO YOU

There are two reasons for making this offer to you: We want to determine whether you are interested in dependable furniture for your home and, if you are, we want to help you to the extent of $10.00.

Bring this book into our store and we will Credit you with Ten Dollars on a purchase of $100.00 or over. R-C Easy Terms are known as the most lenient in the city. There is no additional cost attached to our plan and there is no hardship.

Rhodes-Carroll Furniture Co.

Main Store
2020 3rd Ave.

Exchange Store
2008 4th Ave.

Economical Transportation Essential

The purchase or an automobile today entails considerable thought for the young couple. They have just entered an era of life that calls for considerable resourcefulness, and every dollar expended must be made to do full duty.

There are several things which enter into the purchase of any necessity, particularly an automobile. The first of these is price. It must be within the tentative budget planned for the new household, yet it must be able to fill a specific need.

It must have, first of all, *Dependability*. If the contemplated car hasn't years of dependable achievement behind it, the young couple surely haven't the money to experiment.

It must have *Service*. Any automobile is as good as the service rendered. Price should not be considered under any circumstances until you have determined the service back of it. Be sure to investigate the concern you are contemplating favoring with your business and conclusively determine its policy on this important factor.

It must have *Beauty*. There is no satisfaction in driving an automobile that does not lend distinction. There must be an element of pride attached to the purchase. Hence, an automobile that, each year, has some radical departure in body design, automatically makes your car obsolete as soon as the later model is produced.

It must be *Easily Financed*. At this particular time you cannot afford to enter into the purchase of a car—or anything else for that matter—which will work a hardship upon you every month. Be sure that the dealer who gets your business has one of the up-to-date financing plans which make it easy for anyone to own an automobile.

Organization Must Have Good Salesforce. This phase is of interest to you if you have a car to trade in. If its salesforce is not wide-awake and cannot sell used cars, you will not be able to get the full value from your old car.

Study all these facts fully before deciding upon a particular car or a particular dealer. After the purchase has been made it is too late then to think. Pick a really dependable dealer whose success has been built upon service and fair dealing.

Beauty, Economy and Dependability

Are the three outstanding attributes of the

New CHEVROLET

Product of a Permanent Organization

for Economical Transportation

CHEVROLET

"Service Sold It"

Steel City Chevrolet Company

Ensley 6-4151 *Alabama*

We use the G. M. A. C. Financing Plan—the cheapest in the world.

Love's Sweetest Note----Music

From the cradle, when man is wooed to slumber by a loving mother crooning a lullaby, until the last preparation for that long journey to "the undiscovered country from whose bourne no traveller returns," the beauty and importance of music has been stressed.

Music may be divided into three kinds: First, the music of simple time, without any particular emphasis—and this may be called the music of the heels; second, music in which time is varied, in which there is the eager haste and the delicious delay that is, the fast and slow, in accordance with our feelings, with our emotions—and this may be called the music of the heart; third, the music that includes time and emphasis, the hastening and the delay, and something in addition, that produces not only states of feeling but states of thought. This may be called the music of the head,—the music of the brain.

Music expresses feeling and thought, without language. It was below and before speech, and it is above and beyond all words. Beneath the waves is the sea—above the clouds is the sky.

Before man found a name for any thought, or thing, he had hopes and fears and passions, and these were rudely expressed in tones.

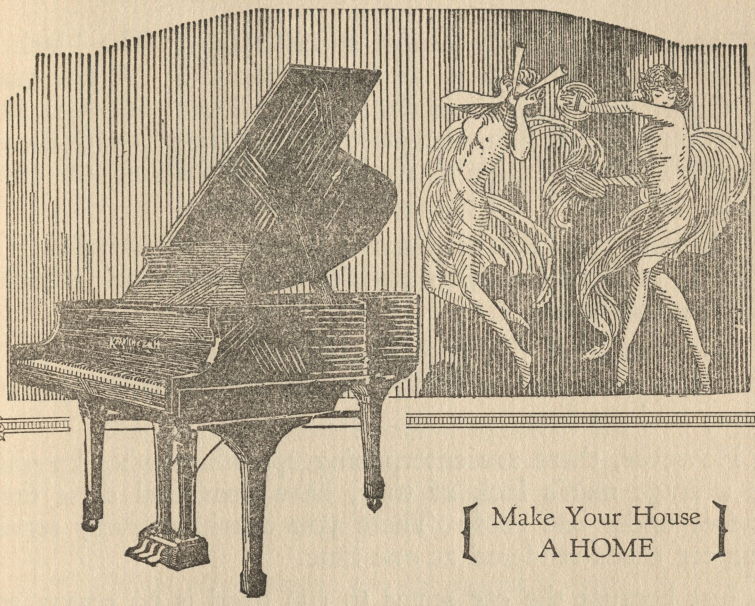
Of one thing, however, one can be certain; and that is, that music was born of Love. Had there never been any human affection, surely there never could have been uttered a strain of music.

Language is not subtle enough, tender enough, to express all that we feel; and when language fails the highest and deepest longings are translated into music.

Music is the universal language. Through it more old masters have left an heritage to succeeding generations than through any other means.

No home is complete without some type of musical expression. It is as vital to the very existence of an ideal home as any other material thing. In selecting the musical instrument which best represents your personality care should be used.

Have a talk with a reliable dealer and let him recommend the right instrument for your home.



[Make Your House A HOME]

MUSIC - - - -

The difference between a House and a Home

Pleasant evenings . . . love's sweet song . . . happy, joyous, courageous lives—that's the inspiration of good music in one's home. See to it that your home is blessed with a generous share of these good things—the bigger things of life!

No matter how humble the home, start out with a good Piano or Phonograph. Forbes will place it in your home on such easy terms—well, we know you can do it!

Forbes' is the home of the Chickering, Kranich & Bach, Ivers & Pond, Kurtzmann, Forbes and other high-grade pianos; Ampico Players, and the incomparable Brunswick Panatrope and Records.

E·E· FORBES & SONS

PIANO COMPANY

1922 THIRD AVENUE, NORTH

3-3698 Birmingham, Ala. 3-3092

Automotive Service

Today we are in an era of specialization. The "Jack of all trades" is as *passe* as the hansom cab. A few years ago the family doctor attempted to cure all ailments, regardless of the nature. Today, however, every part of our anatomy requires a different type of specialist. As a result, the death rate in our country has been greatly reduced.

The same condition of scientific advancement is prevalent in all walks of life. Common labor of a few years ago is skilled craftsmanship today.

As a result of this specialization we have been going to three different places for service on our automobile—repairing, battery and gasoline.

However, there are enterprising specialists who, knowing the average man's lack of time, have combined these three services under one roof. There you can have every service your car needs rendered at one time.

Just because the car seems to run good is no reason you should neglect periodical inspection. The motor should be checked at least every thousand miles. Little adjustments which the driver would never notice can be made by the expert mechanic before the danger point is reached. Hence longevity of the car.

The battery is the moving impulse that awakens latent energy in the car. This is the one vital organ of your automobile subject to the greatest neglect. The battery is never given a thought by the average owner until it fails to function. Then, perhaps, the damage has been done and a resultant expense for your neglect is imposed. It is essential that your battery should have constant, reliable service.

A very good rule to follow is to pick out a combination outlined above. Once a week have your gas tank filled, your oil checked, and then tell the man in attendance to have your car inspected. It will be set on the floor where the mechanic will check the motor while the battery man will look to the starting and ignition. The lubrication will also be checked.

So when you drive away, instead of getting gas, you have the assurance that your car is right. The worries have been lifted from your shoulders and placed where they belong.

Automotive Triad

Under one roof we have a complete automotive service. Here you can have your repair work done by expert mechanics, particularly specializing on body deformities.

Doc Ike presides over the ills of batteries. Regardless of its ailments he is eminently fitted to correct it. As he so aptly says, he delights in "Putting New Life in the Dead."

At the filling station you are assured of every courtesy and attention. Here Woco-Pep and kindred commodities are dispensed. It would give us great pleasure to have you drive in any time and "tank up", Dope up, Wash up.

HIGHLAND
Garage Co. *Inc.*

And Affiliated Services

HARRY TRIPP	G. L. GILLILAND	DOC IKE HIMSELF
Manager	*Manager*	*Manager*
REPAIR DEPT.	FILLING STATION	BATTERY DEPT.

History of Concrete

Concrete is the most versatile of construction materials. Its permanence and utility have become known to everyone. Easily moulded, it has found uses that range from a small garden case to the tremendous locks of the Panama Canal.

Picture a small manufacturing town in old England a century ago. Intent upon his unusual endeavor, a mason named Joseph Aspdin is earnestly at work—his goal a superior cementing material. Anxiously he takes a few handfuls of fine powder and stirs it up with water into a sticky mixture. Impatiently he awaits results.

Harder and harder the mass becomes, growing more and more like stone. At length even the famed building stone from the Isle of Portland—portland stone—was no stronger nor more solid.

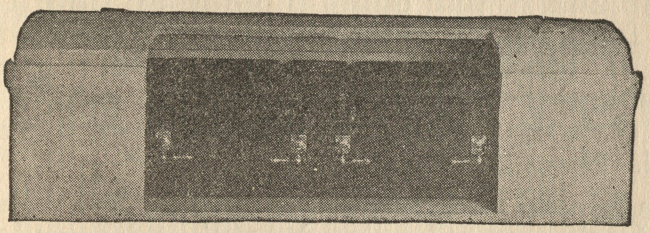
"This new material," Aspdin then announced, "shall be known as Portland cement."

Next came a long period of development in which the science of the chemist displaced guesswork in cement making. And with this careful control came a reputation for reliability that brought the material into wide favor abroad.

Since its discovery the uses of cement have spread into every field of activity. As a result, we can live in attractive, firesafe houses and apartments, and work in sanitary, permanent offices and factories. We walk upon concrete sidewalks and ride upon lasting concrete roads and streets. Engineers create great dams and bridges of concrete. The sculptor moulds beautiful monuments of this enduring material. The farmer utilizes it in a hundred ways to add to his convenience and profit.

There are hundreds of uses cement products can be put to around the home—ornamental as well as useful. The more cement used to replace wood the greater the reduction of fire hazards. Flames licking against concrete are harmless, for cement was made in a heat more intense than is required to melt steel.

When ready to beautify your home, regardless of your requirements, consult a concrete products manufacturer and get the benefit of his experience.



Permanent as Pompeii

Mt Vesuvius, in all her wrath, failed to destroy the monuments built by ancient Pompeiians. For nineteen hundred years the sloping plains surrounding Vesuvius concealed this buried city—a city at one time full of life and gaiety—with its splendid buildings—temples, palaces, baths and theatres—on which were stored many treasures of art.

There are mightier ruins in the world than Pompeii—things bigger to look at; but nowhere is there so great an area of ruin so well restored to its proper appearance.

Just as permanent as Pompeii is the Norwalk Cement Burial Vault. It will withstand the ravages of time and the elements. Impervious to water, it is sanitary and airtight and is a positive guarantee against ghouls, vermin and roots.

It Will Prove Permanent As Pompeii

Manufactured By

Cement Products Company

P. O. Box 935 — Phone 4-5051
Ave. F at Elmwood Cemetery — Birmingham, Ala.

Our Urns and Flower Boxes Will Beautify Your Home

A New Laundry Service

The care of your clothes is one of the many problems facing you. Scientific data has proved that the old idea of having "Mammy" do your washing — either at your home or at hers — is very unsanitary and highly injurious to the health of the wearer, due to the lack of antiseptic methods employed. Hence the laundry.

On the other hand, experiences, no doubt, have cooled your ardor for the average laundry, due to the indifferent handling and lack of care of your finer garments. You are, therefore, faced with the problem of choosing the lesser of the two evils —unsanitary "Mammy" or destructive laundries.

In the past few years a new idea has been successfully exploited—an idea combining the careful personal attention of "Mammy" plus all the sanitation contained in a modern laundry. It is known as a home washing service, where, under prescribed sanitary conditions, "Mammies" galore handle each bundle of washing separately.

So, today that question you have in your mind can be forgotten, and your very finest lingerie, as well as your very ordinary garments can be sent to a home wash with the satisfaction of knowing they will receive the same delicate care you would give them.

There is also economy coupled with this method of handling your wash. Science and modern machinery have perfected ways to handle your clothes at a very nominal cost, without "washday" ever being given a thought by you; without the attendant preparation, "messing" and other well known worries.

Another advantage offered by the home wash is a material discount in the price for bringing your laundry and calling for it. This however, is optional with you, but, in a year's time you will find you have saved a tidy sum by doing your own delivering.

Be sure to select the laundry which guarantees you this service, and content yourself in the knowledge that your clothes will be returned to you clean, sanitary and whole.

Such a service as the one outlined will surely pay you in the long run.

A Home

Washing Service

With All Worry Ironed Out

Monday has changed its color. No longer is it blue to the hundreds who avail themselves of our service—

Home Washing Service

1830 Avenue G Phone 4-4727

Birmingham, Ala.

Cash and Carry—20% Discount

Kitchen Management and Home Cooking

An old saying runs, "If fools never went to market, bad wares would not be sold." A woman, whether she goes to market herself or not, ought to be a judge of meats, fish and fowl, to know stale from fresh fruits and vegetables, to have clear ideas of good flour, rice, and the scores of things required in the culinary department. She ought to know all about kitchen utensils, the essential ones and their quality. She should be familiar with the time required to cook different articles according to the type of fuel used.

Kitchen and housework should be elevated from mere humdrum drudgery. They should be carried on with the exactness of science, and the refinement of art. There is a great opportunity in this direction to give the bride a training in a department of knowledge that may lessen, perhaps, her brilliancy in the drawing room, but that will wield in the long run a more enduring and noble influence.

Cheery Dining Room Essential

A woman of tact will have her dining room the cheeriest room in the house. In that room her desire should be to maintain good bodies, strong minds and cheerful spirits. She will see to the attractiveness of her china, the cleanliness of the linen and the addition of occasional flowers and other artistic decorations, for well does she know that the road to the palate lies through the eye. There is inducement to tarry at an attractively-set table, and a good housewife can so please her husband by cleanliness, by savory cooking, cheer and comfort at the table, as to induce leisure in eating, which is vital to the well-being of his body.

Housekeepers should bring the same interest and intelligence to bear in matters pertaining to the kitchen and dining table as in the other important transactions of life. In all this there is science but no mystery. It involves patience and understanding, and, when well done, it repays well for time expended. A good cook rises to the dignity of an artist, and may rank with the chemist and the physician.

Cooking a Science

Planning three meals a day, three hundred and sixty-five days in the year, may be a most interesting game or may result

in a deadly monotony of dishes. Nevertheless, people have to be fed; so, in selecting foods for the table, one must take into consideration the habits of the individuals to be fed, and the ever-varying climatic conditions. A combinations of food that would be delightful in July or August, would be insufficient and distasteful in December. In cold and damp weather, warm food is better relished.

The housewife should know that certain kinds of food are antagonistic to each other, that they will not digest well together, and that, with others, there is a sort of a kindred tie which makes an agreeable combination. For example, sweet potatoes and tomatoes go well together, the one being sweet and nutritious, the other, acid and juicy.

Balancing a Meal

The following simple rules will prove of value to the bride in determining food combinations:

Fruits and vegetables should not, as a rule, be eaten together.

Vegetables are best eaten at the noon-day meal, two or three varieties being quite sufficient. Tomatoes do well with vegetables, grains, or meats; they should not, as a rule, be eaten with fruits.

The Irish potato is an exception among vegetables; it seldom quarrels with anything.

Fruits and cereals are particularly suited to the morning and evening meals, and very little other food is required.

Fruits, if eaten raw, should be ripe and of good quality, and persons with delicate stomachs digest them better at the beginning of the meal; this is particularly true when warm foods make a part of the repast.

Some persons cannot digest certain kinds of raw fruits late in the day; let them eat these at the breakfast table.

Meats should be used at the noon-day meal, and in cold weather rather than warm.

Persons with poor digestion should, as a rule, confine themselves to a single kind of fruit at a meal; they can make the changes from one meal to another.

Those who find it difficult to digest vegetables, should not attempt more than one kind at a given meal. Often it is best to leave them off entirely for a time.

In selecting vegetables for a single meal, do not, if there are several varieties, have all of them of the watery kind, as cabbage, asparagus, white turnips, etc.; nor all of the dryer sorts, as baked beans, squashes, sweet potatoes, etc., but blend the more and less nutritive kinds in a judicious manner.

If you have for dinner a thin vegetable soup follow with something more substantial, as baked beans, baked potatoes, or corn bread; but if you have bean or split-pea soup let the other vegetables be of a kind less hearty.

On very cold days, have a warm dinner of good nutritious articles; select mainly solid foods with grains, rather than thin soups and watery vegetables.

On a warm day make the breakfast largely of fruits with a moderate supply of cereals; the dinner of young vegetables, or fruits, a dish of grains, and a little bread. Eat lightly and you will not suffer so much from the heat.

In very cold weather take the chill off your stewed fruit, fruit pies, or other dishes before serving them. Pastries, if used, are best at the mid-day meal.

Never have too great a variety at a single meal, have few dishes, well prepared, and make the changes from one meal to another.

How to Open Cans

Comparatively few people know how to properly open a can. When opening a can of pineapple, or especially asparagus or salmon, we wish to emphasize the advantage of opening the can around the side directly under the rim or cover, instead of on the top. The old method of sticking the opener in the top too often results in injury to the hands and in mutilated contents. The new method gives you a smooth instead of a jagged edge, from which the contents may be removed from the can without injury.

Therefore, to properly open a can: First remove the label so as to expose the seam on the side of the can, lay the can on its side and insert the opener directly next to the seam and close the top, then hold the can firmly on the table in an upright position and work the opener away from the seam until you have cut entirely around the can. You can then turn back the entire top and remove the contents in perfect condition.

SALADS

Chicken Salad With Almonds. (Ten People)

One hen, 3 stalks celery, half pound almonds, blanched. Steam or cook chicken until tender. When ready to take from the fire have one quart or more stock. Cut chicken and celery same size. Cut almonds lengthwise, each into two or three pieces. Mix all lightly together and add enough cooked dressing to season well. Serve on lettuce with mayonnaise or some kind of dressing with whipped cream.

Stuffed Celery Dressing

Mix Neufchatel cheese with cream; season with salt and pepper. Cut up green pepper fine and add to cheese. Stuff celery and cut in pieces an inch long. Serve with stuffed olives on lettuce.

Cheese and Tomato

Scoop out tomato, fill with grated cheese over the chopped meat of tomato. Put green pepper rings around tomato. Serve any kind of dressing that taste suggests.

Stuffed Pepper Salad

6 green peppers, 1 can pimento, 4 Neufchatel cheese.

Remove seeds and veins from peppers. Mash and season with cheese with salt, pepper and a little cream. Line peppers with pimento and stuff with cheese. Set on ice until chilled. With a sharp knife slice the peppers into rings. Serve two or three rings on lettuce leaf with French dressing.

Celery and Fruit Salad

2 stalks celery, 3 oranges, half pound walnuts, 1 pound Malaga grapes.

Cut celery in half inch pieces, oranges in halves and scoop out meat. Seed grapes, mix lightly with either cooked dressing or mayonnaise. Serve in orange cups in wreaths of smilax.

Tomato and Cucumber Salad

Cut off stem end of tomato, scoop out some of the meat and chop this with tender cucumber. Serve with mayonnaise. Sprinkle nuts on top; serve on lettuce leaf.

Tomato and Shrimp Salad

Cut off top of tomato, scoop out and fill with shrimps that have been seasoned with mayonnaise. Serve on lettuce leaf.

Potato Salad

1 pt. boiled potatoes, 1 onion minced, 3 hard-boiled eggs. Chop onion fine, cut potatoes in cubes, cut yolks and whites of eggs in small pieces, or rings. Mix with cooked dressing or mayonnaise. Good every day salad. Cut potatoes in balls with vegetable scoop for top salad.

Frozen Vegetable Salad

9 large tomatoes, 1 stalk celery, 2 medium size cucumbers, 1 green pepper, 1 tablespoon grated onion, 1 tablespoon Worchestershire sauce, half teaspoon grated horse-radish, 1 cup cooked dressing, 1 cup whipped cream.

Peel and cut fresh tomatoes in small pieces. Put in colander to drain. Peel cucumbers thick, cut through twice, make slices in quarters. Mix with tomatoes, add celery and pepper cut fine. Mix in sauce, horseradish and onion, sprinkle with salt. Then fold in lightly cooked dressing. Have melon mold ready. Put layer of salad and some whipped cream, then layer of salad and cream, until mold is full. Pack in ice and salt for three or three and a half hours.

Poinsettia Salad

Place ring of pineapple on pretty lettuce leaf, drain can of pimentos and wipe dry. With scissors cut six long petals with pointed ends and lay on pineapple to represent flower. Cut stamens from heart of lettuce and stand 5 or 6 in center. This makes a perfect flower. Serve with mayonnaise passed.

Roquefort Salad

2 hard boiled eggs, three-quarter cup Roquefort cheese, half teaspoon salt, half teaspoon paprika, 3 tablespoons tarragon vinegar, half cup olive oil, 2 heads crisp lettuce.

Wash lettuce. Crumble cheese into very small bits. Run eggs through ricer. Make the French dressing. Blend carefully with the cheese and mix with lettuce until each leaf is coated. Serve in salad bowl with crisp wafers.

Frozen Cheese Salad

2 pounds cottage cheese, 4 large tomatoes, half teaspoon salt, quarter teaspoon cayenne, 1 teaspoon Worchestershire sauce, 1 cup cream, 1 green pepper.

Cut tomatoes in pieces, drain, cut peppers. Mix cheese with cream and seasoning. Add tomatoes and pepper. Pack in mold; turn out and slice.

SANDWICHES

Club Sandwiches

Slice bread thin, butter and toast. Brush with dressing. Put on slice of chicken or turkey, thin slice of pickle and 2 slices of crisp bacon. Mayonnaise may be used with lettuce leaf on bread before adding the other things.

Stuffed Olive Sandwich

Cut olives and mix with mayonnaise. Add pecans and mix with Neufchatel cheese and dressing. Spread between thin slices of bread.

Sandwich Filling

3 or four hard boiled eggs, cut fine, 1 package Philadelphia cheese, half can pimentos. Mix all into mayonnaise.

Salmon and Egg Sandwiches

Pick and drain one can salmon, have ready three hard cooked eggs. Chop all together, add one large cucumber pickle, spread with mayonnaise between thin slices of toasted bread or crisp crackers.

Deviled Ham Sandwiches

1 can deviled ham, 1 cup chopped pecans, 3 sticks celery, cut fine, half cup mayonnaise.

Mix all together and spread between bread. Any meat or cold chicken may be used with nuts and mayonnaise sandwiches.

Brown and White Bread Sandwiches

Cut thin slices of each, spread with butter and nuts and press together. Any filling desired using one slice of each.

Mock Crab Sandwiches

One-quarter cup grated cheese, one-quarter teaspoon paprika, one-quarter teaspoon mustard, one teaspoon anchovy paste, one teaspoon lemon juice, one tablespoon chopped olives, two tablespoons creamed butter. Salt to taste.

Tomato Sandwich

Take a slice of white bread buttered. On this lay a lettuce leaf. Put on it one slice of tomato, cut thin and peeled. Add a top layer of bread. Spread with mayonnaise.

Marshmallow Sandwiches

Use chocolate wafers. Brush with butter, lay marshmallows between two wafers. Run in stove to melt filling, brush top with butter and sprinkle with finely ground almonds.

Orange Juice Cocktails.—Cut a thin slice from the tops of 4 small oranges. Remove pulp and juice, add ½ cup grapes skinned and seeded. ½ cup crushed pineapple. Few grains salt, lemon juice and sugar to taste. Put in refrigerator pan, in chilling unit and leave until liquid becomes mushy, stirring occasionally. Serve in orange skins or in glasses surrounded with crushed ice.

Grapefruit Cocktails.—Put in double cocktail glasses. Grapefruit sections free from membrane and cut in pieces, and strawberries, hulled and cut in pieces. Chill in refrigerator and serve surrounded with pale green ice, crushed, and garnish with mint cherries, or serve as a salad in a hollowed half of iceburg lettuce.

Grapefruit and Lobster Cocktail or Salad.—Cut grapefruit in two and remove centers with grapefruit corer. With grapefruit knife cut around each section between skin and membrane and remove membrane. Cut points with scissors or with grapefruit cutter or with a sharp knife make handles. Cover edges with finely chopped watercress. Remove every alternate section from grapefuit and replace with lobster or crabmeat or sardines. Full center of each grapefruit with a mixture of 1 teaspoon celery, finely cut, and mixed with finely cut pecan nut meat, and moistened with mayonnaise dressing. Chill in refrigerator, directly under chilling unit and serve on individual plates garnished with chicory and watercress.

Tomato and Chicken Bombe.—Let freeze until quite stiff. Mix together ½ cup cooked white meat of chicken cut in small dice, ¼ cup string beans cut in small pieces, ½ cup cold boiled rice, 2 tablespoons green papper cut in small pieces, ½ cup celery cut in small pieces and ½ tablespoon chopped parsley. Add 2-3 cup mayonnaise dressing mixed with 2-3 cup cream beaten stiff, ½ tablespoon gelatine soaked in 2 tablespoons cold water and dissolved over hot water and ½ teaspoon salt. Garnish large refrigerator pan with stems and leaves cut from green pepper and halves of blanched almonds. Line with frozen tomato reserving one-third of the mixture for the top. Fill center with the chicken mixture, cover with reserved tomato and return to chilling unit for 4 to 6 hours or until center is frozen. Serve on bed of lettuce leaves.

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Melon Cocktail.—Remove 1 cup balls from a cassaba melon or a cantaloup, using a French vegetable cutter. Add 1 cup balls cut from an apple, 1 cup Tokay grapes, skinned and seeded, 2 tablespoons syrup from maraschino cherries and few grains salt. Chill in chilling unit. Crush plain or colored ice blocks—put in the outer part of cocktail glasses. Put fruit in the inner glass and garnish with cherries.

Tomatoes Stuffed with Frozen Salad.—Cut a slice from tops of 6 large firm tomatoes. Scoop out the pulp, cut in small pieces, add the juice, strained to remove seeds, add 1 large cucumber chopped, discarding seeds, 1 green pepper chopped, discarding seeds, 1 teaspoon Worcestershire sauce, 2 teaspoons gelatine soaked in 1/4 cup cold water and dissolved over hot water, 1/2 teaspoon onion juice, 1 1/2 teaspoons salt, 1 teaspoon paprika, 1/4 teaspoon mustard, few grains cayenne, 1 cup mayonnaise dressing or sauce tartare. Mix well and freeze in refrigerator pan and serve in the tomatoes.

Frozen Cheese.—Grate 1/4 pound (1 cup) American cheese, add 1 cream cheese and 1 cup mayonnaise dressing and beat thoroughly. Fold in 6 maraschino cherries, chopped fine, 6 green mint cherries, chopped fine, and 1/2 pint cream beaten stiff. Freeze like desserts and salads. Remove to serving dish and sprinkle with 1/2 cup chopped nuts or with paprika. Serve with salad course.

Frozen Lobster Salad.—Mix 1 cup lobster meat cut in pieces with 1/2 cup white sauce, 1/2 cup white stock in which 1 tablespoon gelatine has been soaked and dissolved, 1/4 teaspoon salt and few gratings nutmeg. Leave until cold. Beat 3/4 cup cream until stiff, beat in 1/2 cup mayonnaise dressing, add to the lobster mixture and freeze in refrigerator pan. Serve on a bed of lettuce or romaine. Crab meat or other shell fish, salmon or chicken may be used in place of lobster.

Chilled Fruit Salad.—Cut in small pieces and put in refrigerator pan sections, free from membrane of 3 oranges, 6 halves of canned peaches, 6 halves of canned pears, 1 cup maraschino cherries and 1 cup melon. Mix gently and leave until firm but not icy. Scoop out into nests of lettuce leaves, serve with 1/2 pint cream beaten stiff with 1/4 cup sugar, 1/8 teaspoon salt and 1 1/2 tablespoons maraschino syrup and with it serve small salty crackers.

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Orange Frappe.—Put in saucepan 1-3 cup sugar, 3 tablespoons white corn syrup, 1 cup water and the yellow rind from 1 orange. Boil 2 minutes, cool, add 1 cup orange juice, 2 tablespoons lemon juice and a few grains salt. Strain into refrigerator pan and freeze.

It should be ready to serve in about three hours.

Other fruit juice may be used in place of orange juice. Grape, loganberry, raspberry, and strawberry juices are especially good. Cranberry jelly frozen, and other frappes are often served with the meat course.

Grape Juice Ice.—Put in saucepan 1/4 cup sugar, 1-3 cup water, 1/4 cup white corn syrup, 1 tablespoon Certo and boil 2 minutes. Remove from fire. Add 2 tablespoons lemon juice. 1/2 cup cold water and 3/4 cup grape juice. Chill, beat and freeze. Certo is a liquid pectin used in making jams and jellies. It makes a smooth water ice. Two teaspoons gelatine soaked and dissolved in 1 tablespoon water may be used in place of Certo.

Tomato Frappe.—Cook 2 cups canned tomato, 6 peppercorns, bit of bay leaf, 2 cloves, 2 tablespoons sugar, 1 teaspoon salt and 1 slice onion for ten minutes. Rub through a sieve and pour mixture into refrigerator pan. Freeze. When ready to serve, fill small glasses one-third full of lettuce very finely shredded and marinated with French dressing. Fill glasses with tomato frappe and serve with the meat course.

Strawberry Milk Sherbet.—Wash and hull 1 pint box strawberries, sprinkle with 1/2 cup sugar and a few grains salt. Cover and let stand 1 to hours. Mash and set aside. Soak 1 1/2 teaspoons gelatine in 2 tablespoons cold water, dissolve over hot water. Add 1 1/2 cups rich milk, then add strawberries rubbed through a coarse strainer. Freeze.

Lemon Cream Sherbet.—Mix 2-3 cup sugar or 1-3 cup sugar and 1-3 cup corn syrup, 1-3 cup lemon juice, 1 1/2 cups milk, 1/2 cup cream, sweet or sour, and few grains salt. Add gradually to 2 teaspoons gelatine soaked and dissolved in 2 tablespoons cold water. Chill in large refrigerator pan, then beat 10 minutes or until very light. Return to chilling unit and leave until frozen. If the mixture separates and the bottom portion becomes icy, it should be beaten again.

Frozen Strawberries.—Sprinkle 1 quart strawberries with ¾ cup powdered sugar and mash slightly. Put in refrigerator pan and stir every 20 minutes until frozen. It will take about 1½ hours. Serve in tall glasses with whipped cream. In place of strawberries use apricots, fresh or canned and crushed, or dried apricots soaked, stewed, sweetened to taste and rubbed through a sieve; blackberries, fresh or canned, loganberries, fresh or canned, melon, crushed or diced, peaches, fresh or canned and cut in small pieces, pineapple, crushed, or raspberries, fresh or canned. Use not more than 1 cup sugar to a solid square of fruit and juice; unless the fruit has already been sweetened or is canned.

Pears Frozen with Ginger Ale.—Drain syrup from canned pears and put pears in refrigerator pan. Add to pear syrup an equal amount of ginger ale. Pour over the pears and leave 2 hours or until mushy. Place pears in nests of lettuce leaves, fill center with preserved ginger, chopped, or with chopped nuts or with cream cheese and serve with mayonnaise dressing or omit lettuce and serve with whipped cream.

DRESSINGS

French Dressing

A tablespoon vinegar, a dash of cayenne, three table-spoons olive oil, one-quarter teaspoon lemon juice, one-quarter teaspoon salt. Into a chilled cup put the salt, pepper and lemon juice. To this add the oil, and lastly, stirring constantly, add gradually the vinegar. Lemon juice may be used instead of vinegar if desired.

Mayonnaise Dressing

Put one whole egg in bowl. Beat into this one pint Wesson or Olive oil, add lemon juice, salt and pepper to taste. Add to mayonnaise when just finished, one tablespoon boiling water for each cup of mayonnaise, beat in and when cool place on ice. This prevents separation.

Slaw Dressing

Beat yolks of 3 eggs with ½ cup sugar, 2 tablespoons melted butter, 1 teaspoon salt, 1 cup cream or milk, 1 teaspoon cornstarch, dissolved in a little of the milk, 1 teaspoon mustard, ½ cup vinegar. A little cayenne pepper, and salt the whites of eggs beaten stiff.

Dependability in Business

Honesty and integrity in business are two essential attributes to any successful enterprise.

Some people will very loudly condemn the shortcomings in others while doing the self-same thing themselves.

Massala, in his chariot race with Ben Hur, was heartily and lustily scored for having fouled one of the contestants who was carried from the arena in a wounded condition.

Just as the home stretch was reached Ben Hur, in retaliation for Massala having struck his fiery Arabian steeds, fouled Massala, upsetting his chariot, causing his horses to trample him to death. For this act Ben Hur, by his followers, was loudly acclaimed a hero.

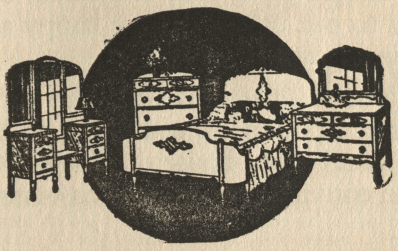
Such are the ethics of some business establishments. They loudly proclaim their honesty until they have you for a customer and then will take advantage of every human frailty.

In furnishing your home you, no doubt, will want liberal terms. And this is the time when, if possible, the unscrupulous merchant will attempt to take advantage of you by having you sign papers which protect them to the fullest extent and protect you in no instance whatsoever.

Your future is a gamble at best. No one can lift the veil and peer ahead. You can't foresee the many obstacles and handicaps awaiting to trip you up. Sickness, lack of employment—any number of things—can temporarily embarrass you. Perhaps you cannot meet your obligations as agreed in writing.

What a relief it will be to know that the merchant from whom you purchased your goods is dependable and will extend you reasonable help during any period of travail. He will tell you,—or, better yet, give it to you in writing—that any emergency arising over which you have no control will be faced fairly and a reasonable period of grace extended you.

Be sure to investigate the merchant you favor with your business. Dependability in business is not an accident. It is the foundation of any successful business and is built, just like any other foundation, by honest effort and hard labor. Once established, it is like the house built upon the rocks—nothing can destroy it.



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We can proudly point to thirteen years of dependability in business. And, in that period, we can honestly say that never has there been an account that hasn't been satisfactorily adjusted.

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Home Building

This subject should have your immediate consideration. It will be easy to put off. You are happy and feel that you could be happy in a hovel.

Young man, you wish to have and keep your wife's respect. What is her secret opinion of you going to be if you appear satisfied to exist in a rented house or rooms? Some pessimistic failure will try to convince you that it costs more to build than it does to rent.

Regardless of your position, whether President of the United States, multi-millionaire, housekeeper, chauffeur or pauper, you must have some kind of a home. It need not be a mansion with luxuries to make you happy. It need not be a home as good as the Jones' or the Smiths', but it can be a cozy, modest home within your own means, which will make you as happy among your own circle of friends as though you were a multi-millionaire among your own special set. The essential thing is a home to call your own, where you plant flowers, rose bushes, strawberries, cherry trees and peach trees; where you work on your lawn among the flowers and shrubbery. It is these little things that cause co-operation, love and sentiment —that make the real home priceless.

When you rent an apartment or house your friends know it is a rented place; that you are paying so much a month for rent and rent only. The sentiment and home ties do not ring true in a rented place, while if you are buying a home, your parents, your relatives and your friends knows that it is yours —and you are proud to receive them in it.

You are strengthened and guided in the conflict of life by the pride of possession; and you have something to look to, to live for, to build on. Home ownership means a saving and an investment at one and the same time. The cost of owning a home is no more, in the long run, than the cost of renting.

Look over the city at the many new sub-divisions in which new homes are springing up by the hundreds. Find that reliable builder, forget about renting. Own your home.

There is no necessity of waiting; neither is there any necessity for working a hardship upon you—when all you have to do is to select a reliable builder, have him approve your lot, buy it, and he will do the rest. Just pay him like rent.

HOME---

Buy It With Rent Money

Compare and study the following figures and learn how you can own a "Tailor-made home" built exactly to conform with your own ideas. We will plan your home, make it attractive, nifty and cozy, just as you have always wished for.

We will furnish the material, labor and money. You make a small payment on your choice of lot, subject to our approval of the price. Then pay us the rent money. It will soon pay for your home. The figures below illustrate how your rent money works.

Assuming you pay $50.00 per month rent as against buying a home for $5,000.00, the cost to you in living in a $5,000.00 home is interest on $5,000.00 as compared with $50.00 per month plus the interest on $50.00. The table below will show the amount of money you pay out each year for five years, ten years in computing the interest on the money you pay out each year for rent. The other table shows the amount of money you save between interest and the monthly rent payments. It also applies in the same manner when you pay $75.00 per month rent as against a home you buy for $7,500.00, and likewise with similar rent and similar purchases: Interest at 6½%.

RENT MONEY

Rent for 1 yr. @ $50.00 per mo.	$600.00	Interest on $50.00 6 mo.	1.6248
Interest on $50.00 1 mo.	.2708	Interest on $50.00 7 mo.	1.8956
Interest on $50.00 2 mo.	.5416	Interest on $50.00 8 mo.	2.1664
Interest on $50.00 3 mo.	.8124	Interest on $50.00 9 mo.	2.4322
Interest on $50.00 4 mo.	1.0832	Interest on $50.00 10 mo.	2.708
Interest on $50.00 5 mo.	1.3540	Interest on $50.00 11 mo.	2.978
		Interest on $50.00 12 mo.	3.2488
One year			$621.116

				INT.	SAVE FOR PRINCIPAL
One year	$ 621.116	$5,000	1 yr.	$ 325	$ 296.11
Two years	1242.232	5,000	2 yrs.	650	632.60
Three years	1863.348	5,000	3 yrs.	975	1009.46
Four years	2484.464	5,000	4 yrs.	1300	1345.00
Five years	3105.580	5,000	5 yrs.	1625	1682.44
Ten years	6211.160	5,000	10 yrs.	3250	3364.88
Five years @ $75.00 per mo.	5263.746	7,500	5 yrs.	2437.50	2826.24
Ten years @ $75.00 per mo.	105274.92	7,500	10 yrs.	4875.00	5652.49

You can readily see the advantage in buying compared with renting and in addition you can sell your home at an increased price making an additional profit of $1,000.00 or $1,500.00. While renting you pay the landlord the interest on his investment and the difference between interest and the rent money is a profit that goes to the landlord. If you are your own landlord you take this profit.

The service we give you is this: Our 20 years of building experience enables us to give you the best for a less amount. Our experience enables us to know what to buy and to buy for less figures, due to buying in carload lots and quantity buying with good discounts. We have experienced men working for us who are efficient and our cooperation enables us to accomplish a greater amount of work. With our efficient workmen and practical knowledge of building, together with discounts we receive on material furnished we are in position to build you a better home for less money than if you had spot cash and tried to buy or build this home on your own initiative.

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Decorating the Home

Since the beginning of time, the home—whether it be a nest on the mountainside or a cabin in the dale; a humble dwelling on an elegant mansion—has been recognized as a man's "castle" where his leisure hours are spent amid cheerful surroundings—where character is moulded and expressed through its interior settings.

When you are ready to furnish your home more than furniture and wall paper is necessary. Every person has an individuality unlike any other. The bride's ideas are not the groom's. Hence the ideal home will be decorated to suit both of you.

Just putting paper on the wall, is not decorating today. Every woman will be confronted with the problem of enlivening a dreary room or toning down a room too vivid in appearance.

Rooms that depress can be made cheerful by introducing new color effects, and rooms too vivid can be toned down by a similar application.

In talking recently to one of the city's leading interior decorators the writer was given an insight to the scientific principles involved.

"The housewife," he said, "used to go to the wallpaper store and select the paper she thought would be appropriate for each room in the home. After the paper had been placed on the walls a struggle began to make the meagre furnishings allotted to each room look its best. Sometimes the effort was crowned with success; but more often not.

"The accepted idea today is to get in touch with an interior decorator, even before you have purchased your furniture—or even before the house has been built. He will be able to definitely plan each room so that the color scheme will be harmoniously blended."

Be sure to select a reliable interior decorator when ready to decorate your home—one who will plan the color scheme just as you want it and follow it intelligently. It takes more than one Swallow to make a summer—and it takes more than a can of paint and a bolt of wallpaper to make an attractive home.

You Buy the Home---
We'll Furnish
the Beauty

Imported wall hangings will add that indefinable something to the home which nothing else can. The artistic beauty of these importations cannot be excelled, and they cost so little more than wall paper that it is negligible and within the reach of every bride.

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Beauty Culture

The rites performed by the beauty doctors of thousands of years ago were mysterious and complicated and implanted the idea of magic in the minds of our remote forebears; and, like many similar false ideas, this one has come down to us strengthened by the beliefs of our more recent ancesters, the Puritans, who considered the pursuit of beauty as sinful.

Today the sin lies in one's failure to cultivate and preserve the qualities that make for charm and beauty. We are aware in this age that these magic possessions are within reach of any intelligent woman and are essential factors in the development of happiness and charm.

Statistics prove conclusively that with each succeeding generation longevity of the human race is being lengthened. This is mostly due to scientific application of knowledge gained about the human anatomy. However, the past few years have seen some outward effects of this knowledge. Women are becoming more beautiful, and are learning every day more of the proper methods to retain their beauty.

Science has given us methods to develop charm and beauty where Nature failed to bless, for no one has been endowed by Nature how best to take care of the freshness of youth.

The success of the scientifically trained beauty culturist with her equally scientific equipment, creams and lotions, has excited the avarice of a Charlatan. All about us beauty is offered at so much a magic sitting when the only claim to real accomplishment is the softly shaded lights and some cheap equipment. These your washwomen can purchase.

The trained operator from a successful system of schools will analyze the condition of the scalp and skin and will apply the proven methods that stimulate the delicate muscles of the face as well as tone and bring the luster and life to the hair. The hands come in for the same careful scientific treatment.

This is one of the newer arts which should have your very careful consideration. Surely you do not want one in her novitiate to experiment upon you, particularly the tresses which are capable of expressing so much beauty and charm. Do not, under any circumstances, be lured by bargain prices or other misleading statements. Beauty culture is an art that permits of no experimentation.

It Pays to Look Your Best
ALWAYS

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Gems and Their Values

In estimating the value of a diamond, pearl or other gem three principle qualities must be considered: color, brilliancy and perfection. In the case of each gem there is a true color, which is, rare. Brilliancy depends upon certain structural qualities and correct cutting. Perfection is freedom of good color and brilliancy.

To be sure, commercial value is directly influenced by the perfection of the stone, but stones may be genuine and of great artistic value and still contain very slight imperfections. Size and weight are less important characteristics bearing upon value. Color and brilliancy are paramount.

Strictly speaking, the precious stones are only seven in number: The diamond, the pearl, the ruby, the sapphire, the emerald, the Oriental cat's-eye, and the alexandrite; but to these are often added the so-called semi-precious stones: such as the amethyst, the topaz, the tourmaline, the acquamarine, the chrysoprase, the peridot, the opal, the zircon, and the jade.

According to Biblical history, these stones represented the Children of Israel on the breast-plate of the high priest. They also represented the twelve signs of the Zodiac.

The charm of precious stones lies mainly in their beauty—in brilliancy, clearness, and above all, richness of color—"The blazing red of the ruby, the angry green of the emerald, the cold blue of the sapphire, and the white hot glory of the diamond", so vividly described by Kipling, in his immortal story of the Naulahka.

Two other qualities of precious stones: hardness and scarity, add to their worth. To their hardness they owe their power of taking a high polish, as well as their durability; while their rarity, although a variable quality, is one of the chief elements of their value.

Antique as well as modern jewelry, should be looked after by your jeweler at intervals, to insure their safety. However, when gems and their values are in question, be sure that you have confidence in the jeweler you seek advice from. A reliable merchant will not violate a confidence, and will welcome your questions pertaining to precious stones, and will advise you with truthfulness and candor.

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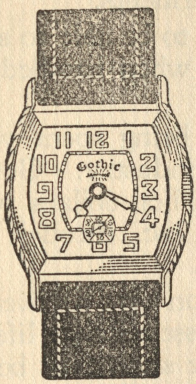
Get a "Gothic Jar Proof"

If you're tired of humoring your wrist watch as though it were a temperamental prima donna—come in and buy a GOTHIC JAR-PROOF. That will solve your watch problem forever—for the JAR-PROOF is guaranteed against knocks, shocks and jars that would ruin any ordinary wrist watch. Though beautiful in looks it is a glutton for punishment. Nothing makes a more enduring gift—it is a lasting expression of the giver's love and well-wishes. Our liberal payment plan makes it easy for you to buy one!



HANDSOME STYLES FOR MEN AND WOMEN

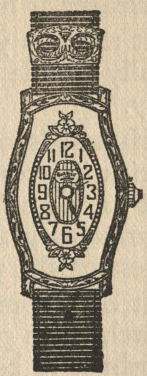
The greatest strap watch value ever offered. Equipped with a patented 15 jewel GOTHIC JAR-PROOF movement.

$35

Others from $25 to $1,050

Gothic JARPROOF Watches

"For Active Men and Women"



A. & A. ASH

1921 Second Avenue, North

Birmingham, Ala.

Looking Your Best

Herbert Hoover said, in a recent statement, that the art of dry cleaning had made more rapid strides in the past five years than any other art or science—and dry cleaning, as done by the up-to-date plant today, is an art.

The old saying, "A place for everyone and everyone in his place" will prove its truth to anyone interested to the extent of visiting a dry cleaning plant of modern vintage today. There are three cardinal things one can learn about dry cleaning—and should know. They are:

It destroys all germs, thus preventing the spread of communicable diseases.

It prolongs the life of your garments by removing all traces of perspiration.

It adds materially to your personal appearance.

One should use as much discretion in the selection of his dry cleaner as he would when buying his garments.

It requires years of practical experience to be able to scientifically handle garments, which is an art, when handled correctly.

Hundreds of thousands of dollars are being spent yearly in scientific research by the dry cleaning industry. Government statistics show that more than three million dollars' worth of garments yearly are destroyed by moths, etc., through carelessness on the part of the wearer.

It can be proven to anyone's satisfaction that all wearing apparel, when properly dry cleaned, will possess longer life and contribute to better appearance, and at the same time be free from all traces of germs.

One would be amazed at the numerous machines of many different types, the cost of which in a modern dry cleaning plant, represents a stupendous sum. Protection against fire and theft in the modern plant is effected through its storage facilities, thus assuring one that his garments are at all times safe and sanitary.

There are different systems in vogue in dry cleaning plants. Some are strictly "cash and carry", while others call for and deliver. Either system has its merits, and it is up to you to decide which service best suits your needs.

THE DRY CLEANING of ladies' garments is our specialty. Our modern methods and skilled experts prove successful when others fail. We call for and deliver clothes anywhere in the city.

INDEPENDENT CLEANERS, *Inc.*

7-5117 Five Points 7-5118

Good Kitchen Utensils

How fortunate, today, are you who have just taken this matrimonial leap into a new world. Did you ever stop and think of the wonderful opportunities you have and compare them with your predecessors of pre-historic times?

Imagine yourself, if you can, as a primeval housewife, and conjure, if you will, some means by which you could prepare those dainty meals of today for dear cave-man hubby. A cold, flat stone for a dining chair; the wild beasts of the forest scorched over a flickering flame or wrapped across a heated stone, the skin of which you stretched and hung in the sun to cure so that you could have an extra party dress; no, seasoning in your food; no delicate and tasty manner in which to arouse the dormant appetite, dulled by repeating—day after day—the same menu.

Yes, dear friends, how fortunate you are today.

There is an answer to every call of the kitchen. If it is some particular cooking utensil, certainly it is in existence, and cutlery of all shapes and fashions is to be had at any reliable hardware store—a store for every little detail relative to the fine arts of the *cuisinere*.

The first thing, however, that you should think of in your kitchen is the stove. How much difference there is in stoves. It is a simple matter to find one that is very low in price, but, how long will it last? A good stove is one that will perform its miracles of food preparation for an indefinite period of time. It is a delicate accessory of the home and should be treated as such.

Your kitchen should be just as much a haven of delight as your living room or bed room and, of course, just as much care should be exercised in selecting its equipment. When thinking of kitchen auxiliaries think of convenience and select those articles that will save labor and excessive trouble. Our advice to you is to patronize a dependable hardware merchant and act upon his suggestions as to exactly what you need to make an attractive and up-to-date kitchen.

You may have but little money to spend in outfitting your kitchen, and may think economy will prove beneficial. This is a fallacy. By all means, equip the kitchen properly.

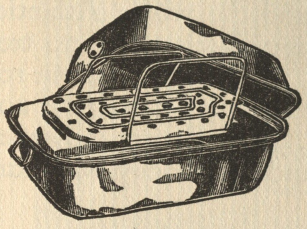
BUILDER'S
HARDWARE

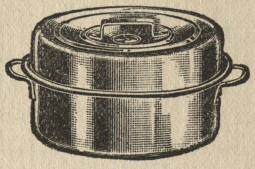
SPORTING
GOODS

Let Us Make Your Kitchen Chores a Joy

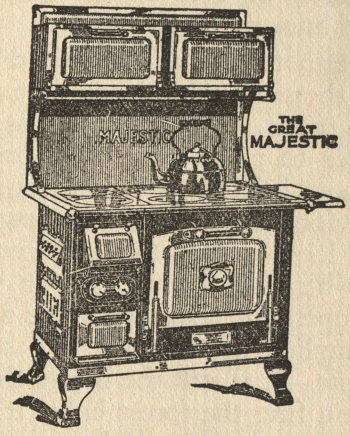
THE BEST
IN ALUMINUM

OUR CUTLERY
IS SUPREME





A Stove for Every Purse



Robert Prowell Stove Co.

2011 3rd Ave., No.

Dial 3-3319—3-0795

Talks on Timber

When one considers the crops of our country their thoughts immediately turn to cotton, corn, sugar, hay and oats. But we should never forget that most versatile of all the great crops of these United States, one of Nature's many endowments which, throughout the ages, has proven prolific—our mighty forests.

When our ancestors came to this country much of it was covered with trees. The earliest descriptions of Manhattan Island show us that it was once covered with a great forest. So was most of New England and the whole Atlantic slope, in fact. A part of the Mississippi Valley had no trees, but was covered with waving grass. This is the prairie region of which you have heard and there are more trees in it now than there were a hundred years ago. There were, however, great forests about the Great Lakes and the Rocky Mountains and on the Pacific Coast.

History, indeed, is an arm-in-arm march of man and forest. Not only would man never have been able to advance from savagery without trees, but without trees he could not have been a savage. Have we ever realized, in some senses, the tree is the father of humanity?

Directly we begin to think, a hundred things jump into our minds which show us the immense importance of trees. The great express trains which rush across the country, and carry us from place to place, owe their origin to the kindly woods, because the coal that fires the immense boiler is a direct descendant of the forests. Let us turn away from the train and wherever we look we see the same energy and activity of the forest. When we throw up our window we lift a branch, when we open our door, we move a tree, we cross the room, we are trampling the forest. We sit—the forest supports us. We write—it is still the forest that serves us. It is cold; we will have a fire; the forest lights it. We are hungry; let us eat; the forest cooks our meal.

There is not a traffic of the human race, not an art, not a science, not a comfort, and not a beauty which does not issue from the heart of a tree.

Strange, too, is it that the centuries of man's existence are divided by a tree, on one side the centuries before, and on the other the centuries after, the Cross of Christ.

We'll Help You Beautify It!

You may be one of those who believe that the only way we can serve you is when you buy coal or build a new house.

On the contrary we handle a complete line of hardware —and every kind of building material you need for any kind of repair work or alterations about your home. Screen doors and windows, chicken wire, garden tools, etc.

You will be interested in our folder describing some of the many things you can buy here—and you will be pleased with our quick delivery and attractive prices. Give us a ring. "If you need it to build, we have it!"

First Avenue Coal & Lumber Company

Telephone Woodlawn 56

6424 First Avenue — Birmingham, Ala.

Corn, America's Most Valuable Crop

The maize, or Indian Corn, is the most valuable crop raised in America. The earliest settlers found the Indians growing small fields of this crop, which they prepared in several different ways, chief among them being coarse leaven mixed with water and baked. The corn was crushed between two stones, and was called millet.

White men soon learned the value of this crop, and began its cultivation. As a result, the United States today raises in excess of 3,000,000,000 bushels a year, or three to four times as much as the wheat crop. It is excellent food for mankind and its uses are being increased yearly.

From the Indian millet, which was, in effect, cracked corn, developed a coarse meal, which was used either for bread or mush. In winter when game was scarce, this coarse meal proved the main subsistence of our forefathers.

Benjamin Franklin, upon the occasion of his famous "Sawdust Pudding" banquet, said a bowl of mush and milk was the most wholesome and nutritious delicacy any man could possibly wish for.

Today, however, if one mentions corn meal, very few people would associate it with just corn bread and mush. Yet, little do we realize the really high state of perfection this commodity has reached through scientific application and modern machinery.

It is a well known fact that there are thousands of uses for the better grades of corn meal, or Pearl Meal, and the young housewife will find it to her advantage to ascertain these facts before buying.

Meal, however, isn't just meal. There are different kinds and grades of it. For instance, meal, in order to always remain fresh and sweet, must be bolted. Unbolted meal will spoil in a very short time. In buying meal, be sure to determine whether it is bolted or not. If it is, you may rest assured that it will remain sweet and pure indefinitely.

Call your grocer or miller and ask for recipes for use of corn meal and then you will understand why corn is America's most valuable plant.

MEAL IS MEAL

—the same as water is water—but there are different grades of it. Who wants bulk meal when they can buy it in dust-proof, sanitary packages? Just specify—

—and be assured of the finest obtainable. It costs no more than the others and is infinitely better.

Manufactured by

WESTERN GRAIN CO.

Birmingham, Alabama.

Life Insurance

THE HAPPINESS OF THE HOME is built on the knowledge of security for the future. You start out young and strong —that is your present security. You look forward to business success and prosperity. Neither youth and strength is permanent; like life itself they are fleeting — and let youth and strength fail and life's outlook becomes gloomy, then hope wanes. It is against all these uncertainties of life that insurance becomes a permanent unfailing security.

Insurance is a profession and your needs should be analyzed by an expert. Your coverages have great value during your life as well as protection for your loved ones after your departure.

Ever since the beginning of time, man has tried to penetrate the future and always with a degree of uncertainty, but today through the use of insurance he is enabled to secure the future for himself and his loved ones. He is aware that nothing can prevent the arrival of old age, that death comes to us all, and that some lose their health. The misery accompanying these unavoidable calamities must and can be banished, by proper insurance protection.

This longing for protection is the reason life insurance came into being. In the early days, assessments were levied on the people of the community to assist the unfortunate. This assessment was unequal so it could not exist. The great life insurance companies are the results of this unsatisfactory procedure. They are great democracies where everyone gets what they pay for, whether he is a millionaire or a clerk.

These companies provide for old age pensions, round-the-world trips, buying homes in the country, educating children, paying the rent for widows and saving businesses from bankruptcy

The wise man does not wait to be sold. He calls a specialist who will help him in realizing his life ambitions. A stipulated amount should be set aside each month to take care of your insurance and your payments should be given strict attention.

Phone 3-7258 Phone 3-7258

Dave Birmingham

of Birmingham

FOR YOU PERSONALLY

A life income to you, through disease or accident, before age of 60, if you become totally and permanently unable to work.

FOR THOSE YOU LOVE

Life income to your wife for her living expenses, a special fund to pay off your home mortgage, a provision for your mother.

Dave Birmingham

of Birmingham

American Trust Building

Scientific Heating and Plumbing

Heat is man's best friend in winter. But, continually, since he piled up the first underbrush from the forests of antiquity, he has had to grapple with one big problem. Regularity and evenness in distribution of heat, so that one part of the body would not freeze while the other half was scorched, has long been a paramount need.

No function of modern life is more fundamental than the proper heating of the home. The progress of mankind depends on the adequate functioning of the human brain, which in turn depends upon the health and the comfort of the human body. Comfort is dependent upon a proper degree of warmth in one's surroundings, where the body is at perfect ease and the mind can concentrate on the task at hand. Hence it is evident that the work of the modern heating and plumbing expert is of supreme importance in civilization, and that a firm which does good work in this field is performing a service second to none in usefulness.

Such a firm possesses a rare knowledge of heating requirements and of the technical details of steam and hot water heating and all the accessories of the craft. Their recommendations are safe to follow on any kind of job along these lines and their installations are made according to the standard code, in keeping with the best practice from every standpoint.

One of the essential factors of a home is good plumbing. No one can deny this statement for it is well known that good plumbing is our best safeguard to health and has done more to increase the comfort of the average person than almost any other single factor. And the efficiency of the plumbing depends to a great extent upon the ability of the plumber.

In winter, when the chilling winds blow and the thermometer has a tendency to hang around the bottom, we can best appreciate the benefit of having had our plumbing done by an expert. However, if we are unfortunate enough to live in a house that hasn't been scientifically plumbed, the plumber is the man who gets on the job and thaws out the pipes, fixes leaks and attends to the faucets and bathroom fixtures. His troubles and hardships multiply with a lowering barometer.

PHONE 4-1991 PHONE 6-3960

Jno. L. Crim

123 South 20th Street

Contract and Repair Work

Estimates Promptly Furnished

Equipped with Motor Trucks

"No Jobs Too Large—No Jobs Too Small"

Congratulations from

"Plumb Good Plumbers"

Express Your Personality

How to express one's personality and individuality in home furnishings is one of the most perplexing problems a woman faces when she starts upon the glorious adventure of furnishing a home.

A stately, formal woman usually prefers furniture with straight lines. A cheerful, feminine woman will be happiest with furniture possessing curves and expressing rythm. The masculine will enjoy furniture with angles. The stout woman will desire massive furniture while the delicate woman should choose dainty furniture.

In selecting rugs and draperies, a woman should choose colors that she can wear and should avoid using in her home to any great extent any colors which do not compliment her.

Unless your tastes are expressed in your home furnishings, you will soon tire of them no matter how charming they may be. That is why formally furnished settings seldom appeal to a majority of people.

To have a pleasing home today of which you can be truly proud, one cannot furnish it but once as our parents did, nor can one even neglect it for a year.

Style, that elusive element which makes the new gown smart and the others dowdy, that makes the 1928 car smart and the 1926 model passe, today applies with equal force to things for the home.

Every year smart new accessories for the living room are being produced by artists known as furniture designers. Even dining and bedrooms are not immune from changing vogue, although less susceptible to it.

The woman who desires to be modish, does not permit her home to become old fashioned while wearing the latest gowns. She visits the furniture store several times a year to select those smart, new accessories her home requires to keep it modern.

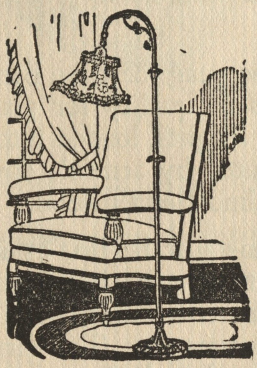
A new "home consciousness" has expressed itself and even the small bungalow is being furnished today in a manner that would have been considered "elegant" a decade ago.

Even modest homes now are furnished in period style and modernistic furniture of walnut, mahogany, maple or brightly decorated woods. As a result, homes are much more cheerful and far more charming than ever before.

Congratulations

"From the Boys"

EASY TERMS



EASY TERMS

Being out of the high-rent district enables us to sell you Quality Furniture for less money. A visit will convince you.

JIMMY MCKELVEY ROY COATS

MCKELVEY-COATS FURNITURE COMPANY

"Everything for the Home"

2213-15 N. Third Ave. Phone 3-4674

Syrup and Its Refinery

Spring is the busy time for the farmers in South Georgia. Planting time of sugar cane known as the tropical ribbon cane is some job and demands special attention. Those who have never seen sugar cane planted have never realized the work and care it takes. The stalks of cane are taken from the banks, where the cane has been stored during the winter months carefully covered with cane fodder, then covered with soil to keep it warm and as a protection against freezing weather.

At this time of the year the cane banks are opened, stalks carefully examined as to quality for planting, stripped of its fodder, cut into short lenghts, loaded into wagons, hauled into the fields and distributed by armfuls down the rows, placing the cane in the row almost end to end.

Now the work has just begun, as it takes from nine to ten months for cane to mature. It is a very hazardous crop on account of weather conditions, such as early freezes, dry weather or too much moisture. The farmers have to give the cane their careful attention during growing season, using the proper fertilizer and plowing at the right time. Grady County, and that section with Cairo, Georgia, as its shipping point, produces the finest flavored cane syrup made. It has the sandy, loamy land which is especially adapted to cane that produces the individual flavor.

After the cane has matured the fodder is stripped from the stalk, hauled to the cane mills, where the juice is crushed from the cane, clarified and evaporated by the old-fashioned open pan method.

The expert syrup cookers have to be very careful in cooking off their syrup to get the density, color and flavor, and must guard against granulation. The syrup leaving the pan goes into the barrels ready for market. Every barrel of Georgia cane syrup sold is sampled by an expert grader as to density, flavor and color.

A good cane syrup never varies as to color, flavor or density using the same formula year in and year out. It is cooked to the same temperature, retaining its high standard of quality.

"The Sugar Bowl of Georgia"

Fill up the syrup pitcher today!

Keep the delicious Georgia cane flavor of Bonita always handy. Serve it at almost every meal just as you would a relish. There is nothing that equals Bonita in topping off and making the taste of food perfect.

Remember—only the finest and purest ingredients are used in Bonita. That's why it is the peer of all table syrups.

EARLE BROS.
Wholesale Distributors

BONITA SYRUP

Brings the Cane Fields of Georgia to Your Table

Your Love Nest

Both of you, especially the wife, no doubt, have ideas and wishes regarding the owning and arrangement of a beautiful little home which can be accomplished for a small payment of money if it is handled on a practical basis. Get the assistance of someone well versed in building materials, interior trim and cabinets, etc. Fortunately for you there is an organization which is anxious to extend to you this personal service.

How many of you young folks have looked about your home in an interested way and detailed in your mind the quality of workmanship therein? Did you ever wonder at the material used in your doors, sashes, blinds, frames, trim, moulds, stair and cabinet work? Surely as much care is exercised in the manufacture of these seemingly inferior features of a home as in the most noticeable and prominent details.

It is a very fortunate circumstance when a city such as ours is graced with an institution that specializes in this particular factor of home building. Results are certainly to be obtained when contracting with a firm of this capacity.

Picture the woodwork of your home built of beautiful white pine lumber with an outstanding grain—does it not add greatly to the image of the little love nest in your mind?

It is a novel and interesting sight to visit a plant of this type and see the various forms of woodwork being fashioned from the rough lumber. Different, indeed, to ordering from a picture in a catalogue or an almost meaningless blue print. Lumber and building material prices are now dropped to a point where it is cheaper to build than to pay rent. A firm of this kind, that has always worked in the interest of our own community, secures for itself a merited commercial success that is evidenced by the large volume of business established. There is a great advantage in knowing the needs of the people and being properly equipped to cater to their wants in a capable and efficient manner.

It is well to remember these details when fitting out your home and be sure to communicate with a firm that gives every attention possible to every thought of the bride and groom.

SPECIALISTS

In White Pine Windows, Old Growth Yellow Fir Doors, "Simplex" Clear White Pine Window and Door Frames and Huttig's Standardized Woodwork

The Best Obtainable with Which to Build for Beauty and Permanence

Our standardized woodwork line—practical, economical, essential—includes Breakfast Nooks, China Closets, Folding Tables and seats, Kitchen Cabinets, Medicine Cabinets and other useful built-in conveniences.

QUALITY PRODUCTS
And
RADIO SERVICE

Also Manufacturers and Wholesale Dealers in Sash, Doors, Glazed Windows, Mouldings, High-Grade Interior Finish, Roofing and Building Paper, Window Glass, Plate Glass and Woodwork of All Kinds

Exclusive Distributors Huttig Sash & Door Co's.

"SATIN BRAND"

"The Builders' Perfect Woodwork—Smooth As a Smile"

The New Patented SAF-TI-DOR

BIRMINGHAM SASH AND DOOR COMPANY

Exclusively Wholesale and Selling to Dealers Only

9th Ave. and 28th St., North Birmingham, Ala.

Types of Insurance

There are any number of insurance companies as well as any number of different kinds of insurance. Regardless of whether you go to housekeeping on an elaborate scale or whether it be a modest beginning, you will need some form of insurance.

Automobile Insurance

The important coverages for your automobile are Fire, Theft, Collision, Property Damage and Personal Injury. Of course, fire and theft and collision covers damages to your own car, and property damage and personal injury covers what damage you may do to other people's property or persons. The property damage and personal injury coverage takes care of every expense that may arrive as a result of an accident. The usual amounts of this type of coverage are $5,000.00 one person, $10,000.00 more than one person, and $1,000.00 property damage. The fire and theft and collision coverage is a matter as to amount of coverage that should be gone into with your insurance broker.

Insurance On Household Goods

This class of coverage covers everything one usually has in their household, and the rates on same is based on the class of construction of the house.

Insurance On House

This class of coverage, as to rates, is just about the same as household goods.

Miscellaneous Insurance Coverage

Usually your broker carries every class of insurance, so be sure and get in touch with a responsible insurance broker who will make a survey of your needs and make a thorough explanation of any and all coverages. An expert insurance broker will analyze every condition and arrange your coverage in a way that you will receive the best adjustments. This choice eliminates worry and gives you every assurance that you will suffer no loss in the event of a catastrophe.

FIRE
AUTOMOBILE
CASUALTY
and
Allied Lines

A. Paul Goodall
R. E. & Ins. Co., Inc.

"The Agency That Service Built"

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TEL. 3-0275 14 NO. 21ST ST.

Assets of Companies

Represented:

Over One Hundred Million Dollars

"Suppose YOU Should Have a Fire Tonight?"

ICE

IF YOU WISELY SEEK to have absolutely sanitary refrigeration in your home or place of business, use ice.

Air Set in Motion Immediately—The moment a block of ice is placed in the ice chamber of a refrigerator the air within is set *in motion.* Down rushes the chilled air from the ice chamber to the compartment below; hence it travels upwards to the right or left and then passes over and around the slowly melting ice.

Laws of Nature Forbid—This ever circulating chilled air picks up all objectionable food-matter or odors and deposits them on the ice—whence they pass out of the refrigerator through the drain pipe. There can never be such a thing as inert, stagnant or dead air in an *iced* refrigerator—the *laws of nature* have long since decreed its utter impossibility.

Sanitary Refrigeration — Bear well in mind that the whole secret of perfectly sanitary refrigeration lies in having a constant circulation of chilled air throughout a refrigerator, and that ice *and ice alone* assures this. Ice has a "perpetual patent" on the only absolutely reliable system of air-circulation within a refrigerator!

"Fit for a President's Table" — Perishable foods, refreshed and purified by this chilled air, are certain to come to the table with *all* their original vitality, fullness and flavor retained. What a comfort to the serene hostess, to the expectant guests, the delighted family!

In arranging for your ice be very careful to select a company with a reputation for employing in the manufacture of their product extreme care as to the purity of the water used and cleanliness of equipment. Weight is a great factor to take into consideration. Purchase a book of tickets from a reliable dealer and save money for the ideal refrigerant.

PHONE 7-3972 PHONE 7-3972

Standard Ice Co.

ICE

THE IDEAL REFRIGERANT

Purity — Cleanliness — Service

Our Plant is dedicated by precept and experience to the purpose of manufacturing pure ICE.

Newlyweds: Start life right—give us a trial—we know that you will always be one of our thousands of "Pleased Customers".

Standard Ice Co.

805 N. 22ND ST. HENRY L. SHERROD, MGR.

Gas and Oil Service

The young couple, starting on their own, having to meet their obligations independent of their parents, watch their expenditures closely. They should be careful and not over-buy so as to be able to pay their bills promptly, thereby building and maintaining a good credit standing.

Nearly everybody has an automobile. It is good business to make a connection with a reliable and courteous service station operator. Get to know him personally so that in the event you need credit it is yours for the asking. When you shop all around it is impossible to get this service.

There are many little courtesies offered by the service man such as light adjustments, air, battery, water, etc. You must realize that these services cost money and time but are offered by the service operator to get your repeat business. When you are a regular customer you are met with a smile and you feel that the station is your station. When you desire credit the same smile accompanies your request.

Tire Service

Reputable tires are sold by the station operator on easy payment terms and when you receive a guarantee from the reliable operator you have the assurance that you will receive adjustments as per agreement.

Batteries

Batteries are carefully handled and given new life for a modest cost or new batteries can be obtained for a small down payment. You have this assurance when you purchase a battery from the reliable station operator that it will perform as you expect it to.

There is a great difference in oils and as the successful running of your car depends greatly on the oil, it is imperative that you use the better oil. The reliable station operator does not dispense poor grade oil, but chooses the oil with utmost care. Good oil saves the engine and does not need changing as often as the cheaper oil.

Drive a few blocks to a reliable and conscientious station operator, make him your friend and you will be repaid many times—over a period of a year.

Ricks Service Station

3825 First Avenue

"Where Service Prevails"

Gas Oil Tires

Batteries

Popular Priced Tires A Specialty

Just Phone Woodlawn 9247
A Few Blocks Out on First Avenue

Oiling — Cleaning — Washing — Dopeing
Information

RICK BENTON, *Manager*

Phone Woodlawn 9247 Phone Woodlawn 9247

The Human Eye

The charm of Mona Lisa is her absolute repose. She regards the world quietly, calmly, inscrutably, with a smile that inspired poetry, story and song.

Repose is a quality that must be born of ease and comfort. It cannot exist in the presence of strain or stress, either mental or physical. Eyes that see life only with great effort, that are continually fighting to overcome defective vision will mirror the struggle in their own depths.

The eye is one of the most intricate as well as one of the most delicate organs of the entire body. It is the only place in the entire human system where blood can actually be seen flowing through the arteries and veins. Live nerves can also be seen in the eyes. In its makeup will be found tissue, blood, lymph, and nerves much as are found in other parts of the body; consequently it is subject to many of the ailments of the body. Its duty is to receive and transmit to the brain impressions from the outside that come to it in the form of light in varying speeds and intensities. These impressions, when interpreted, are termed sight. The act of seeing is much more of an intricate problem than many a person would think; however, the optics of the eye may roughly be compared to those of a simple box camera.

The health of the eye and the welfare of the body, particularly the nervous system, are aided in a great many people by properly fitted glasses. Glasses are a great boon to civilized mankind. Without them thousands of people could not see to perform their daily duties and would be straining their eyes and nervous system.

Your eyesight may be below the standard without your realizing it. The actual physical manifestations of eyestrain are long in coming, and you cannot afford to wait until you are conscious of the defect. If you have never had your eyes examined, the safest course is to have it done by an optometrist at once; then it will be easy to overcome any slight defect that may exist. Or, if your vision is normal, you will have the satisfaction of knowing it.

The practice of optometry is defined as the examination of the human eye for the purpose of ascertaining any departure from the normal; to measure its functional powers and to adopt mechanical means for the aid thereof.

Traylor Optical Company

OPTOMETRISTS

104 N. 20th St.

Birmingham, Ala.

F. F. Postell

T. C. Self

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Selecting Your Furs

The purchasing of a fur coat is not a matter performed in a day's shopping. It is a procedure that must be given the utmost thought and attention; but, needless to say, after the transaction is made the owner of the coat is filled with supreme delight. Doubtful as it may seem, there is an untold advantage in trading with an establishment that is rated as exclusive in the fur line.

By an exclusive furrier we mean a concern that is not only able to give you every consideration in your purchase of furs but is also an expert in cleaning, glazing, remodeling, relining and storing. There is quite a difference in the quality of work done by an ordinary dry cleaner and the furrier. The former uses the same methods in cleaning furs that he uses in every other article of wear in your household, while the latter is equipped especially for fur cleaning and also includes glazing work as a part of this cleaning process.

True, it is, that other firms besides the fur establishment are dealers in fur coats and neck pieces, but they only handle them a few months out of the year and not as much concentration is given to their quality as would be expected. Also the salespeople are not acquainted with the finer points of the article and cannot conscientiously give it the recommendation demanded. A fur coat is just as precious a possession as your house or your automobile and just as much care should be exercised in its purchase.

Everyone owning fur pieces must think of storage when the summer months roll around. A reliable furrier is readily willing to solve this problem and can give you complete satisfaction where other methods fail. Your fur garments are very accessible and attractive to moths and other means of destruction and should be cared for accordingly.

In the long run it is just as cheap to own a fur coat as to buy an ordinary coat every two years and dispense with its worn-out remains. A fur coat can be constantly remodeled and relined at small cost and continuously retain its original lustre and beauty. Every woman who is contemplating the purchase of a fur coat or neck piece should consult an expert furrier and profit by his advice and service.

GERBER
THE FURRIER

Beautiful Things Have Always Had the
World's Applause

Pride, Beauty, Comfort, Economy
Can Be Found In a
New Fur Coat or Neck Piece

Cleaning and Glazing
Remodeling a Specialty

Safe and Sanitary Storage for Your Furs Over the
Summer Months

Get Acquainted With
An Exclusive Furrier

GERBER'S

Telephone 3-2927 417 N. 19th Street

Brief History of the Canning Industry

Canned foods have become such a staple necessity in our lives—and the industry so important—that every housewife will be interested in the general facts about its history.

During the latter part of the Eighteenth Century, as a military measure, Napoleon Bonaparte offered a bounty of 12,000 francs for a method to insure the better preservation of foods. The need of such knowledge was very great at that time in order to reduce the loss through waste and spoilage in foods used in military and naval stores.

Among the many capable men attracted by this offer was Francois Appert, a French scientist, who began experimenting in 1795. In 1804 he attained his first success by heating the product and then hermetically sealing the container. He was awarded the prize, and has since been honored as the discoverer of the art of canning.

There is nothing secret in the process of canning. Appert, when he made his discovery, did not know why food kept when treated according to his method, and it was only a few years ago, through the application of the science of bacteriology to canning, that the true explanation was brought to light.

The modern cannery is as sanitary as a dainty woman's kitchen, as it is constructed strictly on sanitary principles and is kept immaculately clean through the use of heat, water and live steam. Mechanical genius has developed with the industry to such an extent that there is practically a machine or mechanical device for every detail in handling, preparing and processing of every kind of food canned today.

Canned foods are absolutely wholesome, nothing whatever being used in their preservation except the great natural sterilizer—heat. To use chemical preservatives is illegal and is prohibited by federal laws; besides it would cost more and be less reliable than the simple method of heat.

Canned foods, however, to retain their original lusciousness and flavor, should be preserved where grown, thus eliminating necessity of picking before maturity and shipping long distances to the canneries and packing houses. A cannery that is located in the heart of the fruit and vegetable belt has an advantage over others in this respect, because its product is much more wholesome.

GOLD BAR FOOD PRODUCTS

CANNED FRUITS VEGETABLES - DRIED FRUITS RAISINS - FOOD SPECIALTIES SALMON - ETC.

GOLD BAR CANNED FRUITS

Apples
Apricots
Berries
Cherries
Pears
Peaches
Pineapple

GOLD BAR FRUIT SPECIALTIES

Preserves
Jams
Maraschino Type Cherries
Fruits for Salad
Prepared Prunes

GOLD BAR CANNED VEGETABLES

Asparagus
String Beans
Beets
Carrots
Corn
Hominy
Peas
Red Pimentos
Pumpkins
Spinash
Sweet Potatoes
Tomatoes
Tomato Puree

GOLD BAR PREPARED FOODS, CONDIMENTS, PICKLES AND RELISHES

Catsup
Chili Sauce
Tomato Sauce
Sweet Relish
Ripe Olives

GOLD BAR CANNED SALMON

GOLD BAR DRIED FRUITS

Apricots,
Peaches
Prunes
Dri-Pak Prunes
Pears
Nectarines
Pitted Plums
Silver Prunes

GOLD BAR RAISINS

Seeded and Seedless

EARLE BROS.

Wholesale Distributors

BIRMINGHAM, ALABAMA

Heating the Home

Every newly married couple has had the experience with a poorly heated home. No finer insurance for happiness can be found than a good hot air furnace. The modern hot air furnace makes life pleasant throughout the years, maintaining in the home an even temperature at all times.

If you buy a home with an antiquated furnace call the expert sheet metal man and he will build same into a modern and satisfactory furnace for very little money. He has made a study of radiation and it will surprise you how he will analyze your home and arrange for an even temperature at all times.

It is easy to buy the right kind of furnace as the wrong kind—and no more expensive. The following experience, told by one of Birmingham's best known furnace men, illustrates the service, such a man can render.

"A young couple came into my office the other day and told me that they wanted to know what it would cost to get their home heated properly. They had priced several steam and mechanical contrivances and the cost was tremendous. We went out to the home and figured the radiation required and came back and gave them the figure. You cannot imagine their amazement when they found that they could get the best heating equipment for many hundreds of dollars less than the figures they received on the other contrivances.

"We then arranged the whole bill on convenient terms and have the friendship of two more people."

The expert hot air furnace man specializes in ventilation of all types and is an artist in building gutters for your new or old homes. It is good policy to consult him when in need of any work that requires tin or sheet metal as you have the assurance that his prices and work are right and can be depended on.

It takes years of scientific study to be an expert in this profession and it is absolutely to your advantage to employ an expert when you are building or repairing your home or installing your heating equipment.

Hawkins Roofing & Heating Co.

Specialist

In Hot Air Furnaces

and

All Types of Sheet Metal Work

Estimates Gladly Furnished

We know Heating and Roofing, and offer you the service and advice of our organization.

W. D. HAWKINS

105 South Twenty-second Street

Phone 4-2043

Omega Flour Recipes

Omega Biscuits

Two cups Omega flour, ½ teaspoon salt, 2 level tablespoons shortening, 1 scant cup sweet milk.

Sift dry ingredients together. Cut in shortening. Add milk to make soft dough. Roll out, brush with melted butter and bake in hot oven.

Omega Biscuits (without shortening)

Make same as above, only leave out shortening.

Sour Milk Biscuits

Two cups Omega flour, ½ teaspoon baking powder, ½ teaspoon salt, 1-3 to ½ teaspoon soda, 2 tablespoons shortening, 1 cup sour milk (approximately).

Sift dry ingredients together; cut or rub in the shortening; add milk to make a soft dough; roll dough about 1-3 inch thick; cut, and bake in a hot oven (425 to 450 degrees Fahr.).

Beaten Biscuits

Six cups Omega flour, 1½ teaspoons salt, 1 teaspoon baking powder, ½ cup shortening, sweet milk.

Sift the dry ingredients; rub in the shortening; add milk to make a very stiff dough; beat with a mallet or put through a bread break until the dough is as smooth as satin. If the dough becomes sticky during the beating process, sprinkle lightly with dry flour; roll 1-3 inch thick; cut with a small biscuit cutter, prick, and bake in a moderate oven (350 degrees Fahr.) from 25 to 35 minutes.

Lemon Pineapple Pie

One cup sugar, 2 eggs, 3 tablespoons Omega flour, 1 cup grated pineapple, 1 tablespoon butter, 1 cup water, ¼ cup cocoanut, 6 tablespoons lemon juice, ¼ teaspoon salt, grated lemon rind.

Place the cup of sugar, the water, Omega flour, butter, and salt in the top of a double boiler, and cook twenty minutes. Add the beaten egg yolks slowly, beating constantly. Cook until very thick. Remove from the fire, cool, add the lemon juice and the grated rind of the lemon and the pineapple, which should be drained free from juice. Pile in the previously baked pastry shell, top with a meringue, made from the egg whites and six tablespoons of sugar. Sprinkle shredded cocoanut and place in oven and bake light brown.

Nut Bread

One-quarter cup sugar, 2 tablesspoons shortening, 1 egg, 2 cups Omega flour, 4 teaspoons baking powder, 1 teaspoon salt, 1 cup milk, 1 cup broken nut meats.

Put the shortening, sugar and egg in a bowl and beat until thoroughly blended; add the flour which should be sifted with the salt and baking powder, alternately with the milk, add the nuts; turn into a well greased bread pan, and bake in a slow oven (300 degrees Fahr.) about one hour. This bread is likely to crack if the heat is from the bottom of the oven.

Devil's Food

One-half cup butter, 2 cups sugar, 4 eggs, 1/2 cake chocolate, 1 cup sweet milk, 2 1/2 cups Omega flour, 1/4 teaspoon cinnamon, 4 teaspoons baking powder, 1 teaspoon vanilla.

Cream butter and sugar. Add well beaten yolks. Sift dry ingredients six times. Add alternately milk and Omega flour to butter and sugar and beat. Fold in well beaten whites. Bake in layers or loaf.

Light Frosting
(Quick Method)

One quart sweet milk, 1/2 cup shortening, 3/4 cup sugar, 1 heaping teaspoon salt.

Boil all together. Cool until luke warm. Add 2 cakes compressed yeast. Then add enough Omega flour to make batter about like batter cakes. Cover and set aside in warm place to rise two hours. Beat ten minutes with heavy spoon. Begin adding Omega flour and beat until stiff batter. Set aside to rise 45 minutes. Then beat well, adding enough Omega flour to biscuit-dough consistency. Pour on table, knead well, adding flour slowly. Mould and grease well, set aside to rise in warm place 1 1/2 to 2 hours. Bake in moderate oven 45 to 60 minutes.

Ginger Bread

One-half cup butter, 1/2 cup sugar, 1 cup molasses, 2 1/2 cups Omega flour, 2 flat teaspoons soda dissolved in 1 cup sour milk, 1 teaspoon cinnamon, 1 teaspoon ginger, 1 teaspoon allspice, 1 cup raisins, 1 cup nuts, 2 well beaten eggs.

Cream butter and sugar. Add molasses and spices. Mix well. Add sour milk and Omega flour and mix well. Roll nuts and raisins in Omega flour and add. Then fold in the two well beaten eggs. Bake in moderate oven.

Gold Bar Recipes

Peach Melba Pudding

Place small squares of sponge cake on individual plates. Drain Gold Bar Sliced Peaches. Cover each slice of cake with sliced peaches and place a tablespoon of raspberry jam in the center.

Peach Pie

Drain 2¼ cups Gold Bar Sliced Peaches. Fill a pastry-lined pie pan with them. Sprinkle with ½ cup brown sugar that has been mixed with 1 tablespoon flour. Pour over all ½ cup syrup drained from the peaches. Put on top crust and bake in a hot oven until brown.

Apricot Custard

Make a custard using 2 egg yolks, 2 cups of milk and ¼ teaspoon each of salt and nutmeg. Cool and add ¾ cup (1-3 can) of Gold Bar Canned Apricots pressed through a strainer. Pour into a serving dish and cover with a meringue of 2 stiffly beaten egg whites and 2 tablespoons of syrup from the apricots.

Creamed Asparagus on Toast

Drain Gold Bar Asparagus, reserving liquid. Cut in 1-inch pieces and heat in liquid from can. Melt two tablespoons butter and add 2 tablespoons flour. Mix until smooth; cook until frothy; then add 1 cup cold milk and cook until creamy. Add ½ teaspoon salt and pour over the hot asparagus, which has been drained of all liquid and placed on buttered toast.

Combination Salad

Cut crisp hearts of celery into small pieces crosswise. Add 1 cup peas and 1 cup cooked macaroni. Moisten with ½ cup cooked or mayonnaise dressing. Pile in center of salad plates; surround with lettuce leaves and place stalks of Gold Bar Asparagus Tips upright around salad.

Pear Salad Supreme

Fill the cavity of Gold Bar Pears with pimento cheese which has been pressed through a coarse sieve and mixed to a paste with cream. Place each pear flat side down on a bed of lettuce; sprinkle lightly with salt and put a bloom on the pear by scattering paprika lightly over the rounded part. Garnish with any salad dressing.

The Prince of the Cradle

The advent of baby is far and away the most important occasion in any home, and is the beginning of a new era. All plans are shaped thereafter around the little one and its future. Mother and Father think baby, talk baby, read baby, and dream baby, and whatever pertains thereto is of supreme interest. It is not the purpose of this article to take up in detail the care of baby from birth until he or she shall arrive at years of discretion, but to give the young mother a collection of advice and helps which have been scrap-booked from a wide variety of sources, including, besides excerpts from modern magazines and newspaper articles by well-known writers, such sage authorities as the family doctor and the old "black mammy".

The Expected Child

The most eminent authorities of the day believe strongly in prenatal influence, and advise the use of every precaution to have he physical and mental condition of the mother favorable and to spare the child the deleterious effects resulting from three causes, the mother's overwork, exposure to unpleasant sights and worry.

A prospective mother should husband her strength in justice to herself and her unborn child, for her household duties are of small importance compared with the responsibility of bringing into the world a normal human being. The constant worry of the mother before the birth of her child may cloud and weaken the intellect of the child for life. The sight of physical deformity during the period of formation has been known to affect the child even to the extent of reproduction.

First Preparations

For the coming baby's wardrobe, the following is a good list:

Four medium weight wool shirts or light weight silk and wool for summer.

Four to six flannel skirts, made on cotton waists, for summer, or flannel waists for winter.

Six night dresses, wool flannel for winter, outing flannel for summer.

Two wrappers, four flannel sacques, four pair bootees, four pairs of wool stockings for winter, silk and wool for summer; two shawls or Afghans.

should be 18 inches wide by 36 inches long and four dozen 22 inches wide by 44 inches long. This is an ample supply. Two nainsook or longcloth petticoats may be added, if desired.

One yard of white flannel, to be torn into bands of the size to fit the body; it is better not to hem these bands. They should be worn only about six weeks, then the ribbed knit and wool bands with shoulder straps may be substituted.

To give the little one reasonably good tailoring, it is as well to wait its arrival before making coat and bonnet.

A toilet basket with its contents will be needed. It should have in it: 1 pin cushion full of safety pins, large and small, threaded needles for sewing the bands, one powder shaker with pure talcum in it; one soft brush and a fine comb, one cake of pure olive oil soap, one bath thermometer, a small box of absorbent cotton, a small box of sterile gauze, some soft, clean, old linen; one tube of white petrolatum, one pair of small, blunt pointed scissors, one box of wooden toothpicks, four fine baby towels, half dozen cheese cloth wash cloths, a bottle containing six ounces of boric acid solution, for washing out the mouth and eyes. This solution should be made by dissolving one level half teaspoonful of boric acid powder in six ounces boiling water, cooling this and corking the bottle. It should be made fresh at least once a week.

There should also be a bath apron for the nurse or mother, and a square of white eiderdown blanket for wrapping up the baby while waiting for his first bath.

A bassinet or crib, with its furnishings, a bath tub, one wash basin, two pitchers, one covered pail for soiled diapers, one pair of scoop and platform scales for weighing baby, one hot water bag, one room thermometer and one small chamber are also among the necessary articles that should be ready when baby arrives.

The training of a child should begin from birth, and as the mother must bear the brunt of the burden, if he is ill, nervous or spoiled, the father should aid her in having her way about all this. First decide upon the right line of training, then keep steadily to it, and you will be rewarded by a healthy, well trained baby that will be the delight of your home.

Baby's bath should be given every morning, one hour after second feeding. First, a sponge bath on the lap, then a quick dip in the tub. Be careful that the room temperature is 70 degrees Fahrenheit, that all doors and windows are closed, so there will be no draught on the baby, and that all the articles needed for bathing and dressing the baby are within reach. A soft rubber bath tub is preferable, but in the event a tin one is used, a blanket should be placed in it, if the baby is very young. The tub should be placed upon a box or low table, so that it may be out of the draughts that circulate near the floor.

The water in the tub or basin should be of a temperature of from 98 to 100 degrees Fahrenheit, when tested by the perfect bath thermometer.

The person who is to bathe the baby should put on the bath apron, pin the large soft towel to her belt with safety pins, so that it hangs down over the bath apron, and take the baby on her lap.

All the garments should be taken off and the baby covered with the towel and bath apron, so that only the head is out. One of the soft cheese cloth wash cloths should then be wet in the basin of warm water and baby's face gently washed (no soap should be used on the face.) After this is done a little soap should be put on the cloth and the baby's head washed, being very careful not to get any soapsuds in baby's eyes. The soap should then be rinsed off the head and the face and head dried with a corner of the large towel. Next wash the body, arms and legs, using a little soap on the second wash cloth (not the one that was used for the face and head), and being careful to wash in between the little fingers and toes and between the folds of soft flesh. Turn the baby over gently and wash the back, taking the lower part of the body last and bathing as much as possible with the hand under the bath apron, so the baby will not be exposed to cold. After he is well soaped in all parts, then put him in the tub, being careful to test the water in the tub before you put him in it. While in the tub the baby's head should rest on the left arm, the fingers of the left hand extending down the baby's back, so as to support it and prevent strain on the little back and neck. With the other hand all the soap should be quickly rinsed off the body with the wash cloth, and as soon as this is done the baby should be lifted out of the tub and wrapped up in the bath towel and apron.

The drying process should consist of simply patting gently with the towel, rolling him from side to side, and then with the corner of the towel gently drying between all soft folds of the flesh in order that no chafing may occur. As soon as this is done the wet towel should be slipped out from under baby and he should lie on the bath apron during the rest of his toilet. Before the clothing is put on, a very little pure talcum powder should be dusted under the arms and in the creases of the neck and folds of flesh near the thighs and buttocks. Do not cover the entire body with it.

Dressing the baby comes next, and during this operation he should be held lying on the lap. Never try to dress a young baby while holding him in a sitting position; his neck and back may be badly injured if you do. First, the flannel band, which is neatly folded, should be smoothly unrolled around the baby abdomen, being careful that there are no wrinkles to hurt the tender flesh. Then the band should be basted on the left side, one finger being placed between the band and the skin, so that it will not be possible to prick the baby. This will be difficult at first, but it will come easy after a little practice. The band should be snug, but not tight enough to bind. Safety pins often become unfastened, therefore they should never be used to fasten the band.

When the baby is two months old, the ribbed knit may be used, and should be put on over the feet, slipped up into place and the arms put through the straps.

The diaper should be folded double and pinned snugly, but not too tight, with a small safety pin, and where the legs go through, with a small safety pin on each side. When the knit band is used, the diaper may be pinned to the little tab at bottom of band, which will prevent slipping. These three safety pins in the diaper are the only ones that should be used in the baby's clothing.

The wool shirt, which should button down the front, should come next, and then the long wool stockings and bootees, which should be warmed before they are put on, and the little feet warmed by hand. The stockings may be pinned to the diaper with the two small pins that fasten diaper at sides. The long flannel skirt should follow, and fasten in the back with tiny buttons, so that no pins need be used. After this, the white dress. These should invariably be slipped over

the feet, and may both be put on before turning the baby over on his stomach to button him up the back, which will avoid turning so often.

His eyes should now be very gently washed out with boric acid solution (one teaspoonful of boric acid in a pint of warm water), using a separate piece of cotton or linen for each eye, squeezing a few drops of the solution into the eye and drying it with another piece of cotton or linen. Next, the mouth may be washed out by twisting a little piece of cotton or linen firmly on your finger wiping out the entire inside of baby's mouth. The nose may be cleaned with a small piece of absorbent cotton firmly twisted on the end of a wooden toothpick, then dipped in the boric acid solution and passed just a little way into each nostril. Do not try to reach up higher than is necessary to remove the secretions, which can readily be seen. The ears may be cleaned in the same manner, care being taken not to reach too far. A small piece of cotton or linen should be used to carefully dry the nose and ears.

The baby's nails should now be cleaned with a wooden toothpick, and when necessary to trim them, blunt scissors should be used. This completes baby's toilet, and he should be taken to his crib in another room and covered with a light blanket, while the room in which the bath was given should be aired and the toilet articles put neatly away.

A soft brush should always be used to brush the baby's hair, and if it be a boy, the hair should be trained from the side in the very beginning.

The room in which the baby spends most of his waking time should be as full of sun and fresh air as possible, the temperature during the day ranging around 68 degrees Fahrenheit, and that of his sleeping room from 45 to 55 degrees.

When the weather is fine, a baby may take his outdoor airing in the summer, when a week old; in the spring or autumn, when he is two or three months old. He should always be taken out in a carriage, instead of one's arms, and in cold weather care should be taken to see that he is well wrapped up with mittens on his hands and warm blankets on his feet. The wind should not be allowed to blow in his face, and neither should the sun be permitted to shine directly in his eyes, whether sleeping or waking.

When night falls, the baby should be asleep in his crib,

and not out on the streets. When the baby may not go out of doors on account of the severity of the weather, he may take his airing by being wrapped up exactly as if he were going out, placed in his carriage and left for half an hour at a time (longer when he becomes accustomed to it), in a room with the doors closed, but the windows down from the top.

When babies do not get enough fresh air, it is indicated by a pale, tired look, poor appetite, ill temper and broken slumbers.

When old enough to walk, special care should be taken that babies do not play in wet puddles, sit down on cold steps or damp grass, get wet in snow, or get too tired.

A mother should always nurse her own baby, if she is free from tuberculosis and is not so nervous as to make her milk unfit for use. The quality of the milk may best be determined by having it analyzed by a physician. To tell about the quantity, one should weigh the baby just before he nurses and again right after he has nursed steadily for twenty minutes, and the number of ounces he gains will tell the amount he obtains from his mother. Regularity in feeding is one of the most important things in baby's life. During the first day the baby should be put to the breast every six hours, as very little milk is secreted during this time; the second day this practice should be continued, but on the third day, when the milk usually enters the breast, regular two hour intervals of nursing should be observed between 6 a. m. and 10 p. m., with an early morning lunch at 2 a. m., making ten meals in twenty-four hours. This should be continued until the baby is two months old, when he should be fed every two and a half hours, making nine meals in twenty-four hours. When three months old he should have seven meals in twenty-four hours, being fed every three hours; when five months old the night meal should be stopped, and only six meals given. When ten months old, the baby should be fed every four hours for five meals in twenty-four hours, keeping this up until he is a year old, when he should be weaned from the breast. He should be awakened at meal time until he learns to awake of his own accord, and should be kept awake until he has finished nursing. The average baby should be nursed twenty minutes, although ten to fifteen minutes may do, when the milk flows freely. The baby is affected to some extent by the diet of the mother, and she should avoid sour fruit, cabbage, tomatoes and anything she has found she

cannot readily digest; also excessive tea or coffee drinking. She should take a glass of milk, a cup of cocoa or a bowl of gruel between meals, unless her supply of milk is very abundant. The mother should exercise great self-control over her temper, and should not worry or fret over trifles. She should take a walk in the fresh air every day, and be sure to have a movement from her bowels daily. If she can spare the time she should lie down for an hour each day.

Beginning with the first day of life, one or two ounces of boiled water should be given in a bottle, used three or four times daily, also one meal modified milk, which gradually accustoms the baby to the digestion of cow's milk and allows the mother an opportunity to go out without hurrying back for nursing.

If the mother needs her night sleep very much, the bottle may be given at night by some other member of the family and the mother may sleep on undisturbed.

As the baby grows older, the bottle meals may be substituted oftener, so that by the time he is a year old he will be entirely weaned.

In the event the mother cannot nurse the baby at all, cow's milk, carefully modified to suit the individual baby, is the best infant's food known. The curd of cow's milk is especially indigestible for baby, and the fat or cream must be changed to some extent. Water or gruel is therefore added to overcome this and render these elements more digestible. Some form of sugar is added to sweeten and an alkali, like lime water or bicarbonate of soda, to overcome the acidity of the milk.

Milk prepared in this way is sometimes spoken of by physicians as "humanized milk," because an effort has been made to make it as near like human as possible. When good fresh milk can be obtained, this method of feeding is recommended by all the best children specialists.

Should this fail try malted milk or canned milk.

Babies fed from the bottle should, during the first month, receive one and a half to three ounces of the food every two hours from 6 a. m. to 10 p. m., and once between these hours, making ten meals in twenty-four hours; second month, eight meals in twenty-four hours; third month, from four to four and a half ounces every three hours for seven meals; fourth month,

four and a half or five ounces every three hours from six or seven in the morning until nine or ten o'clock at night, but nothing between these hours, making six meals in twenty-four hours; fifth month, from five to five and a half ounces every three hours for six meals; six month, from five and a half to six ounces every three hours for six meals; seventh month, six to six and a half ounces every three hours for six meals; eighth month, six and a half to seven ounces for six meals, three hours apart; ninth month, seven to seven and a half ounces for six meals; tenth month, from seven and a half to eight ounces for six meals; eleventh month, eight ounces every four hours for five meals in twenty-four hours. This schedule has been figured out upon scientific principles to apply to the average baby, and if adhered to will give excellent results. Plain round bottles with the ounces marked on them are the best feeding bottles, and as soon as the baby has finished feeding any food remaining in the bottles should be thrown away and the bottle rinsed with cold water. Then the bottle should be filled with cold water, in which has been placed a pinch of borax, and allowed to stand. Just before preparing the baby's food for the day all bottles should be thoroughly washed with hot soap suds and a bottle brush, then rinsed and boiled for twenty minutes. They should then be stood upside down and covered with a clean towel until the food is ready to be poured into them.

A plain black rubber nipple, with one small hole in the top, is best and simplest to use. As soon as the meal is finished, the nipple should be rinsed in cold water containing a pinch of borax or boric acid solution. Once each day the nipple should be turned inside out and scrubbed with a brush and hot soap suds, then carefully rinsed and put back in a fresh solution.

Experience has shown that a teaspoonful of barley flour rubbed up in a little water and added to a pint of boiling water, with a pinch of salt, then boiled fifteen or twenty minutes, at the end of which time enough boiling water is added to make up the pint, is the best gruel to use with the milk.

In feeding the modified milk, slight ills incident to babyhood sometimes render a temporary change necessary; for instance, if the baby has an attack of diarrhea, a teaspoonful of castor oil should be given as soon as it is noticed and all milk stopped for at least twenty-four hours, giving only the barley

water in its place; then as the movements improve and if the baby has no fever, begin very gradually to add milk to the barley water, first adding only one ounce to a pint and gradually increasing until the regular formula is reached.

Vomiting may be caused by any one of a number of things: the quantity of food given may be too large for the stomach to hold readily; he may be taking the food too rapidly, in which case the hole in the nipple should be smaller in size and the baby made to take more time over his meal. In some cases a baby vomits because his bands are too tight, or someone bounces him about just after his meal.

These things should be borne in mind and investigated before blaming the food. Sometimes the baby vomits soft curds or keeps spitting up food at any time between his meals, which usually shows gastric or stomach indigestion. It may be due to too much cream in the food or to the use of cane or malt sugar. Try reducing richness of the milk by skimming away some of the cream, or most of it, if need be, and if this does not answer, reduce the quantity of sugar one-half. Longer intervals between the meals sometimes proves helpful, as it gives the stomach more time to rest and less to do.

Habitual constipation, or too much starch, proteins or sugar, sometimes develops colic and produces gas in the intestines, also causing curds to show in his movements, and in which case you may relieve the baby temporarily by an enema of warm water, and by diluting the food with water instead of gruel which contains some starch; but your best course in this case is to consult your doctor as it takes considerable skill to right this trouble. The first article besides milk that is usually safe to give baby is orange juice, but if the baby is inclined to have frequent or loose movements from the bowels, do not give orange juice, as this is a slight laxative in some cases. Begin with one teaspoonful orange juice strained through cheese cloth to which has been added an equal amount of boiled water, and give this mixture midway between the morning meals. If the baby does not vomit it, gradually increase up to one ounce of the juice and one of water, and when this point is reached leave out the water little by little until only one ounce of the pure juice is taken. The orange itself should be sweet, but you should never add sugar to it, as this often causes sour stomach and acid movements that chafe the baby.

The orange juice may be begun as early as the fourth month in many cases, and may be given through the medium of the nursing bottle. Under no circumstances should "tastes" of food be given from the family table. More harm is done in this way than mothers realize. It often causes serious illness and even death. Keep the baby away from the table until he is at least two years of age, and even then his food must be specially prepared, and he should never be allowed to have tastes of food meant for adults. Beef juice or cereal is usually given next after orange juice. If the baby is inclined to be pale, begin with the beef juice; otherwise, the cereal may be given first. Where there is a reason, the beef juice may be commenced when baby is six months old, but it is best to wait with the average child until he is ten or eleven months old. Fresh beef juice, and not prepared extracts, should be used. Round steak slightly broiled and pressed with a lemon squeezer will give the juice, which may have in it a tiny pinch of salt, and should be served to his majesty lukewarm. When the baby is less than ten months old, it is best to add an equal amount of water to the beef juice, using a teaspoon of each and gradually working up to one ounce of pure juice. This may be given once daily, or every two days, where the baby is a young one, between meals. A well cooked cereal may be begun when baby is ten or eleven months old, and on his four-hour schedule for breast or bottle meals.

A light cereal should be used at first, cooked in water with a little salt added. One teaspoonful of cereal should be cooked in a double boiler with one pint of water for one hour to the consistency of a thin breakfast cereal. Take from the fire and beat one or two ounces of top milk (not rich cream) into the required amount for the baby's meal, which should be at first only one teaspoonful, and gradually increased to two or three teaspoonfuls. No sugar should be used. The white of a coddled egg with a tiny pinch of salt in it may be alternated with the beef juice when the baby is ten months old, giving the one or the other every day. A crust of bread may be given to the baby to suck when he is eight months old, but he must not swallow it, or a cracker made especially for babies may be given, but never under any circumstances given ordinary white or graham crackers until the baby is as much as a year old.

If the course of diet outlined in the foregoing has been pursued up to the time baby is one year old, no difficulty should be experienced in weaning him from the breast, as his little stomach has gradually become accustomed to other forms of nourishment. He will doubtless have tripled his birth weight by this time, and besides having five or six teeth, will be able to stand up by holding to something, and maybe say a few short words. Barley water, lime water, sugar and milk may now be eliminated and a quarter teaspoonful of bicarbonate of soda added to the twenty-six ounces of whole milk, which should constitute his day's supply. As soon as the milk is delivered add your bicarbonate of soda as proportioned above, pour the milk into bottles, corked with clean cotton and stand on ice until ready for use.

At meal time the milk should be warmed by standing in hot water. It is now time to have the baby learn to take his meals from a cup, gradually doing away with the bottle. No child should be permitted to have a bottle after he is eighteen months old, and the earlier he can be encouraged to give it up the better it is for all concerned.

After taking the twenty-six ounces of milk for the baby to drink, there will be six ounces left from a quart, and this used with his cereal will give him an entire quart during the day, which is plenty, when he is taking solid foods as well. Baby's bill of fare may now be lengthened by the addition of broths made from chicken and mutton, well-cooked rice, the yellow as well as the white of coddled egg, prune juice, dried bread, with a very little butter on it, dried bread and milk, the cereal jellies; never between meals. Baked potato is starchy and should be barred until the baby is two years old.

The young master's daily routine should begin at 6 a. m., with eight ounces of milk and a piece of Zwieback or dried bread; at 8 a. m., he should have the juice of one sweet orange, or two tablespoonsful of peach juice, or a tablespoonful apple sauce. At ten o'clock he may have two or three tablespoonsful of farina, hominy or cereal with three ounces of milk, a pinch of salt, a little sugar and perhaps a bit of Zwieback. At 2 p. m., give him the whole of a coddled egg, with a Zwieback broken in it, and a Graham cracker, or six ounces of mutton broth with a little barley in it, and a piece of stale bread and butter, or two ounces of beef juice over a tablespoonful of

well cooked rice and a piece of crisp toast with butter, or six ounces of chicken broth with a spoonful of rice in it and a piece of dried bread, each of these 2 o'clock repasts being accompanied by five ounces of plain milk to drink. For the evening meal, which is served at 6 o'clock, he should have eight ounces of milk accompanied by two tablespoonsful oat jelly, with three ounces of milk and a pinch of salt in it and a piece of Zwieback, or two tablespoonsful of junket with three ounces of milk poured over it, and a piece of dried bread with butter, or two tablespoonsful wheat or barley jelly with three ounces of milk and a pinch of salt and Zwieback, or dried bread and butter, or two slices of dried bread broken with three ounces of milk and a little salt. Cereal jellies are prepared by cooking one tablespoonful of the cereal flour in eight ounces of water and a pinch of salt for about 20 minutes, or until the consistency of jelly.

At eighteen months of age the baby's meal hours should be changed to 7 and 9 and 11 o'clock mornings, 3 in the afternoon and 6:30 in the evening. His morning meal should be increased by the addition of a saucer of well-cooked cereal and an extra piece of toast or bread. At 9 a. m., he should have his fruit juice or apple in slightly increased quantity. At 11 o'clock he may have as a meat course a tablespoonful of scraped beef pulp, or finely cut lamb chops, or finely cut white meat of chicken, and with any of these he may have a tablespoonful of well cooked rice, or of macaroni, or of spinach mashed through a sieve, or of well-cooked celery, then a saucer of cooked prunes with the skins removed, or of a boiled custard pudding, or Irish moss blanc mange. For bread he may have Zwieback or whole wheat bread buttered or stale bread and butter. At 3 o'clock, two ounces of beef juice, or a cup of chicken broth with corn meal cracker.

Half past six finds him with milk toast, a cup of milk and a Graham cracker, or a well-cooked cereal and milk, a cup of milk and a ginger cookie, or a cereal jelly with milk, a piece of toast and butter and a cup of milk. Apples, oranges and cooked prunes are the best fruits for babies, with an occasional ripe raw peach or pear in season, the latter two to be well chewed. Crackers should not be given children between meals, as they take away the appetite for regular meals, keep the stomach working all the time and give a coated tongue and bad breath.

Children should ordinarily be put in short clothes when three months old, as they are not then hampered with long skirts, which prevent them from kicking and developing the legs, but if this age should be reached in coldest weather, it is best to wait until it grows a little warmer to put on the short dresses, which should be of ankle length.

The baby's first short clothes outfit should consist in summer of from four to six light weight silk and wool, or cotton and wool, ribbed knit bands with shoulder straps, four silk and wool lightest weight shirts, six flannel skirts, lightest weight; six pairs of light weight silk and wool stockings, long enough to be pinned to diapers, four nainsook skirts, six to eight nainsook or dimity dresses, four pairs of soft moccasins, six nainsook and cambric night dresses, or if the first night dresses have been made out of outing flannel and washed rather thin, these may be cut off and used.

At night, the band, shirt and night dress with the diapers are usually enough but if the baby has cold feet the stockings may be left on, even in summer. On extremely hot days, and also at night, the shirt may be left off, but the band never.

The winter outfit is the same, except the bands, shirts, skirts and stockings are of medium weight wool and woolen bootees are advisable, in place of the moccasins.

A few garments of real wool serve the purpose of keeping baby warm and are very much to be preferred to a number of cotton ones, which are burdensome and irritating to the child. In summer the baby should be protected with a pique or lightweight cashmere coat for the evenings and cooler days. Lightweight muslin caps will do for the head until he is large enough to sit up in his carriage, when little pique hats that shade the eyes should be used. In winter, Bedford cord or similar material, lined with lamb's wool, makes a nice coat, and a knitted or warm lined silk hood will complete the costume. Never use fur-lined coats or rugs for children, for besides being unsanitary, they are cumbersome and cause the child to perspire and then he feels the slightest draft and takes cold.

Prematurely born children start with a handicap as compared with those born at term, and for this reason should receive doubly careful attention during the first two years of life.

Children should not be permitted to pick at warts. The surrounding face may be greased, which will sometimes cause them to disappear, but in extreme cases they should be burned away with silver nitrate stick or asetic acid.

Where there is a cavity, toothache often yields to oil of cloves, oil of peppermint or chloroform dropped on cotton, which is then placed in the cavity.

Equal parts of coal oil and sweet oil, rubbed thoroughly into the hair and scalp, left on for twelve hours and then washed out with castile soap and two quarts of warm water, into which a teaspoonful of baking soda has been stirred, is an efficient method of getting rid of head lice.

Bathing cold or fever sores with a solution of boric acid and then dusting with a power (equal parts boric acid and zinc oxide) will be found very effective.

The itching sensation in hives will be to some extent relieved by bathing with a strong solution of bicarbonate of soda. Also, a saline laxative should be given, such as Epsom salts, sodium phosphate.

Dry heat will usually relieve earache, temporarily, at least. Fill a bag with salt, heat and bind over the ear, or make a slender bag, like the finger of a glove, fill with salt, heat and place in the ear. The head may rest on a flannel covered hot water bag. When a child is too young to tell what the trouble is himself, earache may be detected by restlessness and fretfulness during the day, wakefulness at night and screaming when the ear is touched. If earaches are neglected in childhood they often result in deafness later in life. A throat specialist can nearly always locate the trouble. Never drop oil or laudanum in the ear under any circumstances.

Too much food in hot weather usually is the cause of diarrhea and when it makes its appearance it is an indication that there is something the digestive apparatus desires to throw off or get rid of. The food supply should be cut to almost nothing, castor oil should be given and perhaps an enema of hot water.

Thumb sucking is a habit that is injurious to digestion and calculated to deform the arch of the mouth and interfere with the alignment of the teeth. It may be broken by tying muslin dipped in a strong solution of quinine and water around the

thumb for a few days and replacing it whenever the baby shows a disposition to again take up this practice.

The pacifier of modern days might be classified as a denaturized "sugar teat" and for sanitary reasons, if no other, should never be placed within the reach of baby.

Straining or griping indicates colic. Green stools indicate indigestion. Mucus in the bowel movements points to inflammation or diarrhea. Blood in the action is a sign of dysentery.

What at first seems to be a persistent cold may prove to be whooping cough, which begins this way and develops gradually, the coughing sometimes producing a small ulcer under and near the tip of the tongue. The child becomes feverish and restless in about ten days, and has a bad cough, the eyes appear watery, the face puffy. The coughing spells increase in violence and frequency, the paroxysms ending in a whoop. Vomiting often occurs during the coughing spells.

By all means give the baby plenty of water to drink. An old-time physician has said that mothers and nurses have become uneasy and treated babies for everything under the sun, when all in the world they were crying for was water.

At times a child will develop an inexplicable diarrhea, a fitful appetite, get out of sorts, grind his teeth at night, pick his nose and have convulsions; in such an event it will be a good idea to give him worm medicine. The most common variety of worms found in children is the round worm, which resembles the common earth worm and occasionally attains a length of fifteen or sixteen inches. The eggs, which are swallowed with water, fruit or other uncooked food, having reached the small intestine, hatch and the young worms remain and mature. Worms are best prevented by the use of pure, clean water and food and by cleanliness of the hands and mouth. In treating a child for worms, he should be without food for twelve hours and then given a Santonin troche (one-quarter grain to one grain) and a half grain tablet of calomel. Repeat in four hours. Six hours later give a purgative, oil preferred. A cup of milk and a cracker may be given just after a dose of Santonin. Four hours later the child may go on regular diet.

Pin worms are the ones which cause trouble in the lower

bowels and are found as often in grown people as children. Eggs of these are swallowed with water, vegetables, fruit and other uncooked foods. They may get into the food from dirty hands. The eggs travel down the intestinal tract, hatching on the way, and the worms reach maturity in the lower bowel. The symptom indicating pin worms is itching around the lower end of the bowel. This symptom, whether in grown-ups or children, should invariably suggest seat worms, and proper examination should be made and treatment begun at once.

Children often push corn, beans and other small objects up their noses. In such a case the first thing to do is to tickle the nostril with a thread or feather until the child sneezes, which may get rid of the object. Do not push anything into the nose, as it may push the object farther up. Have the child blow the nose, and if these means do not avail send for the doctor.

A black eye should be bathed immediately with hot water and gently rubbed.

For bleeding at the nose, use cold water or an ice bag, ice at the back of the neck or over the bridge of the nose, or a towel wrung out of cold water and placed around the neck with one end over the bridge of the nose. Pinch the nostrils together. If bleeding persists, plug the nose with a piece of cotton. Tie a thread around a piece of cotton as large as the thumb, soak in strong tea or lemon juice and push gently up the nose. After bleeding stops the cotton may be withdrawn by means of the thread.

For choking, slap the back between the shoulders. Raise the arms as high as possible above the head. If the object is small, let it go through the body. Have the child eat bread and potatoes; do not give oil or other laxatives.

For hiccoughs, stop up both ears with the fingers and drink water slowly from a cup held by someone else. Produce sneezing. Pull tongue out and put a piece of sugar or soda on it. Hold out for a few minutes.

A wound made by a rusty nail should be washed with warm water and soap. Thoroughly cleanse the wound with peroxide, then with alcohol, and paint with several coats of tincture of iodine.

Exclude the air from a burn at once. For this a thick

paste made of bicarbonate of soda may be used, if handy; if not, use vaseline or sweet oil. In the event of a bruise, where the skin is not broken, apply cloths wrung out of hot water, then apply witch hazel. If the skin is broken, cleanse the wound with castile soap and warm water, then use boracic acid solution and apply zinc oxide.

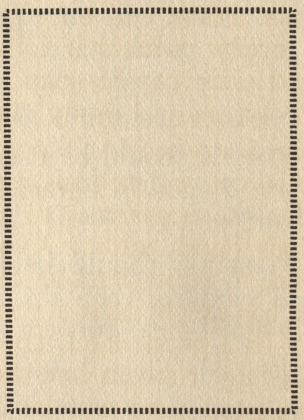
Peroxide should be used to wash and cleanse cuts, a piece of gauze dipped in boracic acid solution applied and then the cut bandaged.

A sprain should be bathed in very hot salt water for several minutes, then dried and then bandaged with a cloth wet in equal parts turpentine and coal oil.

The table given below is accepted by the scientific world as the ratio of increase in weight and size of a normal baby. The weights are taken without any clothing. The height is ascertained by laying the child on a table or other flat surface and having someone hold his knee down while a tape is stretched from the top of head to bottom of foot. The chest is measured by means of a tape passed directly over the nipples and around the child's body midway between full inspiration and full expiration. The head measurement is taken directly around the circumference of the head, over the forehead and occipital bone.

		Weight Pounds	Chest Inches	Height Inches	Head Inches
Birth	Boys	7.75	20.6	13.4	13.9
	Girls	7.16	20.5	13.0	13.5
6 Months	Boys	16.0	25.4	16.5	17.0
	Girls	15.5	25.0	16.1	16.6
12 Months	Boys	20.5	29.0	18.0	18.0
	Girls	19.8	28.7	17.4	17.6
18 Months	Boys	22.8	30.0	18.5	18.5
	Girls	22.0	29.7	18.0	18.0
2 Years	Boys	26.5	32.5	19.0	18.9
	Girls	25.5	32.5	18.5	18.6
3 Years	Boys	31.2	35.0	20.1	19.3
	Girls	30.0	35.0	19.8	19.0

Presents



FIRST PHOTOGRAPH

First Smile .....

Color of Hair .....

Color of Eyes .....

Weight: at Birth ..... *Lbs.*

1 Week ..... *Lbs.*

1 Month ..... *Lbs.*

2 Months ..... *Lbs.*

6 Months ..... *Lbs.*

1 Year ..... *Lbs.*

First took a step .....

Other Noticeable Traits

How To Play Bridge

This article will only attempt to give a few high spots of bridge, which, if followed closely, will enable most any player to improve his game materially.

A declaration should show a willingness to back up with high-card strength. If possible always make a declaration in order to convey information to your partner to make it difficult for the opponents to show their strength.

Poor hand holders should keep quiet. Do not boast or intimate to adversaries as this throws your partner off. Experience has taught that a poor-hand partner should keep quiet.

With a good hand, try to win game. But, remember unusually large rubbers owe their magnitude to defeated contracts. Then a good hand may be used to defeat or win.

When a game is not at stake careful playing is the only sensible plan.

When a game is at stake—take chances. By using strategy and *finesse* often games are saved. Make the winners bid their maximum strength where their contract is at stake.

The above method, however, may prove costly unless used with reasonable limits.

Clever conservation, based upon correct valuation of the hand, is excellent; a combination of this and clever playing spells success.

Clever play usually falls to the player using the dummy hand. There is ample opportunity to baffle, mislead and confuse opponents. Sometimes quiet, confident play serves the purpose. Then again one might meditate and start to play a different suit, only to fall back on the correct one. This, nearly always, confuses the adversaries.

Hopeless hands may by proper analysis be used to advantage.

Before showing your strength, if possible, allow the opponents to throw off two or three times.

If a discard cannot be forced it is usually best to give the adversaries the lead.

If you are certain of the remaining tricks in your hand, except one, a lead of trumps or high cards may cause adversary holding trick to discard, thus insuring extra trick.

If forced to lead disadvantageously from a suit be careful not to break a possible tenace by leading a high card.

Furnishing the Home

Your next thought and serious problem after the wedding celebration and honeymoon will probably be that of furnishing a comfortable home. The actual cost of outfitting a home may be much or little — but it must have charm. It must be in good taste.

It is just as easy to buy the right kind of furniture as the wrong kind—and no more expensive. To the high class furniture man the furnishing of the modest home is worthy of and receives the same careful thought, consideration and interest as the mansion on the hill. You will find that he can give you real assistance in the selection of furnishings you will need.

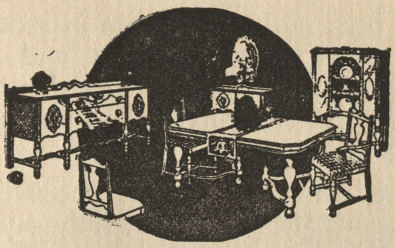
The following experience, told by one of the city's better known furniture dealers, who is strategically located beyond the pale of enormous rents, illustrates the service such a firm will render you:

"A young couple came into our store the other day," he related, "and told us they wanted to furnish a tasteful home and stated just how much they could afford to spend. We didn't just show them through the store and casually point out the price of this item and that item; no, we really studied their problem.

"We made up a budget of expenditures for each room and showed them furniture that was correct in relation to other furniture. We planned various possible assortments and made the whole outfit meet the requirements set—and did not boost the total above what was planned.

"We then arranged the whole bill on convenient terms—terms which they could meet without hardship. We are now happy in the knowledge that we've helped furnish another real home and again aided a young couple in a practical way."

The more reliable the furniture sold the more liberal will you find the dealer back of it. It is only the furniture that will not stand the test which is expensive, both at the outset and in the long run. A reliable dealer, knowing his commodity will stand the test of time, will grant lenient terms and will incorporate a proviso which protects you in case of sickness, lack of employment or other overt conditions which might arise —and will arise—in most every family.



Furnish Your Home

The

EASY WAY

There is a standing invitation to all newly-weds to visit our store and inspect our complete stocks of household furniture.

We can outfit you in any manner desired, regardless of whether you want to spend much or little; whether it be for the living room, dining room, kitchen, bed room, or porch.

And our convenient monthly payment plan will make it so easy for you. It will cost no more, either, to handle your payments in this manner.

"If We Sell It, It Must Be Good"

McEachern Furniture Co.

NORTH BIRMINGHAM

G. M. McEACHERN R. L. GANDY

K. G. FOWLER

Sausage Is Indispensable

So much has been said and written in recent years derogatory to the use of meat in the diet, and so little has been done by the meat industry to counteract this information, that there has grown up in the public mind many erroneous ideas with reference to meat eating.

However, well-informed people, specialists in dietetics, physicians and health authorities generally say that meat is an indispensable food for man.

According to Herbert Hoover, Secretary of Commerce, people of the United States have been gradually increasing their meat consumption ever since the war. In 1919 the average amount of meat consumed, per person, was 138 pounds, while, in his latest report this amount had been raised to 156 pounds per person.

Compare this increasing consumption of meat with the constant and noticeable decrease in disease and mortality. This, in itself, is conclusive evidence that the idea of meat being injurious to one's health is all fallacy.

According to the United States Department of Agriculture bulletin recently distributed, there are five million more hogs available for consumption this year than last, which shows the American buying public is demanding more pork than ever before.

Sausage, today, is as much of a breakfast necessity as waffles, cakes or eggs. Pure pork sausage is the porker at his best. It contains more elements of nourishment than any other form of pork.

However, there are a number of different kinds of sausage. Some of them are pure and some of them are just cheap imitations.

There are any number of different ways to prepare sausage. An up-to-date sausage manufacturer should have a list of recipes showing the young bride the most palatable ways in which to prepare it.

A market that sells nothing but sausage and its entire time and energies are devoted to its improvement, will assure you that its product is pure and wholesome, and you will always delight in its palatability.

It's a
Treat to Eat

Made Fresh
Every Day

Mrs. Mary Newman's
100% Pure
PORK SAUSAGE

At All Leading Grocers and Stall No. 15, Municipal Market

"Call for it By Name"

Drugs

To the modern man and woman youth and health are priceless gifts. On them depend the vitality, the energy, the "aliveness" that can lift them out of the dull routine of life and fill their days to overflowing with gracious activity.

Are you one of those who know that it is health which must be guarded if youth and beauty are to be preserved? Doctors and dentists are agreed that the druggist is one of the most important factors in your health program. In no profession have such remarkable strides forward been made as that of the drug. It is a far cry from the apothecary's shop of the century ago and our own sparklingly clean drug stores. Then a heavy aroma of powerful and obnoxious drugs permeated the air of the shop. Now the olfactory nerves are greeted with delightfully subtle odors; pleasing arrays of toilet requisites are displayed along with stationery, cosmetics and novelties; a gleaming fountain dispenses drinks and ice cream specialties that would delight the gods of Olympus; in the rear an immaculate laboratory presided over by an immaculate and capable pharmacist is maintained.

Doctors and dentists also agree that extreme care should be exercised in choosing your druggist. All medicine such as cathartics, laxatives, etc., are analyzed and tested by the reliable druggist for purity and proportion. He analyzes everything he dispenses and assures you that there will be no unpleasant after-effect. The pharmacist is registered and stands behind his profession, which is as essential in its perfection as the diagnosis of the doctor and his prescription.

The successful druggist's slogan is "friendly contact" and his greatest pleasure is to hear you address his professional location as "your store". Make your acquaintance with him personal; his advice and knowledge will be of invaluable assistance on many occasions.

Inasmuch as we are prone to change our habitat occasionally it is an asset to make our connections with a druggist who has several locations, as you will find the same courteous smile and kind service in any one of "your stores" regardless of location.

We Wish You Success and Happiness

Make Our Stores---"Your Stores"

Our modern drug stores are really community department stores for we handle many lines of goods besides those which can be strictly classified as drugs.

We handle many side lines with which you are familiar, and which you would expect to find in any good drug store. We handle others which you do not find so often, or which are not usually so complete. In any case we buy goods for these various departments just as carefully as we do drugs and chemicals.

There are also many service features which we maintain for the convenience of our customers. Let us tell you about them.

PRESCRIPTION DEPARTMENT

Our prescription departments are the foundation of our business and service to you. This is an important department, often as important as life and heath.

Listen to us now, when you are well so that if you, or any one in your family should fall ill, you will know that it is to your best interest to bring your doctor's prescriptions to us to be filled. We are careful and accurate in filling prescriptions. We use only pure fresh drugs and chemicals.

Our registered pharmacists have the proper scientific training and knowledge. Ask any Doctor about our prescription departments.

ALLEY'S

DRUG STORES

10 "QUALITY AND SERVICE" STORES

West End Store, 1130 Tuscaloosa Ave.
Birmingham Store, 630 Tuscaloosa Ave.
Poplar St. Store, 1300 Tuscaloosa Ave.
Elyton Store 225 2nd Ave.
11th St. Store 1100 3rd Ave.
Woodlawn Store, 5000 1st Ave.
Norwood Store, 2600 12th Ave.
Southside Store 1000 S. 15th St.
Bush Hill Store, 2600 Bush Blvd.
Bessemer Store, Bessemer, Ala.

Precious Stones For Every Month

Once upon a time, for that is the way stories begin, long ago in the first century a writer, Josephus, told about the virtues of various stones, and described the breast-plate of the high priest, which is mentioned in the Book of Exodus. The stones of this breast-plate were set in four rows with the names of the children of Israel engraved, one on each stone. The modern names of these stones are generally thought to be the following: Carnelian, chrysolite, emerald, ruby, lapis lazuli, onyx, sapphire, agate, amethyst, topaz, beryl, and jasper.

Perhaps a custom of wearing birthstones grew out of this, for some of these stones are still used in this way. It is only recently that people have thought of wearing birthstones, and the custom is supposed to have started in Poland among Hebrew gem traders, though no one knows just who chose the gems for the different months. It is an attractive idea, for the stones are durable and the sentiments attached to each have been handed down for many years.

There is at least one stone for each month and each has its own special meaning. The garnet is for those born in January, its meaning is constancy. The violet amethyst is for February and is said to bring contentment to the wearer and is a stone for sincerity. March is one of the five months which is favored with two stones. For this month we have the blood stone, which means courage, and the aqua-marine for second choice. Those born in April should wear diamonds, which typify innocence. For May we have the emerald, and the wearers of this stone are supposed to be successful in love. June claims the pearl, which stands for virtue and health, and also the moonstone, which brings good luck. Those born in July should wear the brilliant ruby, as it brings nobility of mind. August claims both the sardonyx, which prevents misfortune, and the peridot. To those born in September the sapphire brings success and prevents evil. The opal, once called a bad-luck stone, is now supposed to bring happiness and love to those whose birthday comes in October. The tourmaline is also a birthstone for this month. November has the yellow topaz, which stands for friendship and success. December is favored with two stones—the turquoise, which is said to prevent accidents, and the lapis lazuli.

JAFFE'S

Gifts That Last

These, after all,
are gifts worth while

We have everything in quality Jewelry. Our stock, which includes sterling and plated silverware, watches, diamonds, bits of jewelry, and novelties in vogue today, is unusually large and varied.

Our Club Plan

Permits and invites extended charge accounts.

Jaffe Jewelry Co.

19th Street and Second Avenue

BIRMINGHAM, ALA.

"Jaffe's Corner" *Merchandise of Quality*

Guide to Shopping

Most young people experience difficulty in making contact with a conscientious market. After so long a time they invariably find one they consider dependable, but until they do, they often feel that they have been treated unfairly.

There is one very pertinent point which should be brought to your attention: It is not always the fault of the product purchased. In a number of cases it is inexperience on your part.

Suppose we take a meat market for example, and discuss with the proprietor the difficulties met each day through inexperience. In the first place you cannot understand why you should pay this particular market five or ten cents a pound more for a steak than you would pay elsewhere. You put the question to him and he will attempt to explain the superiority of his product over others. You make the purchase and after you have prepared the steak you find it is so tough you can hardly masticate it.

You immediately berate the marketman, and his product, while the fact of the matter is, that no matter how tender the cut was originally it can be made tough in the process of preparation.

Not infrequently you have eaten meat—pork chops in particular—that was absolutely devoid of flavor. Most people believe pork chops are the same regardless of where purchased, would naturally lay the lack of flavor to the method of preparation when, in fact, the difference between them is that the cheaper chops more often than not are frozen to preserve them, while the savory chops are not, thus preserving the natural flavor in a natural way.

Meat can be eaten most any month in the year, provided you have selected a reliable market from which to make your purchases. All up-to-date markets will have all sorts of desirable data on the best way to prepare any cut of beef, pork, mutton or lamb.

Unless the butcher you are dealing with can advise you upon its proper preparation he is not lending the right kind of service to his customers. One who is reliable and up-to-date will positively guarantee every cut passed across his counter, provided you will prepare it as it should be.

Two Stores with but a Single Thought

SERVICE!

SUPERIOR Western Meats

EXTRA-FINE Corn-fed Porkers

REALLY tender, plump Chickens
(dressed while you wait)

VEGETABLES Crisp and Fresh

INSPECTED OYSTERS in Season

CONCERN for every Customer

EXCELLENT Delivery to all parts of City

That's the kind of Service you get from

DOMIT BROTHERS

TWO MARKETS

2105 Second Ave.—Phones 3-1625—3-1760

Stalls 49 to 52 Municipal Market—Phone 4-3434

Exclusiveness for the Bride

Most every state and county in this country has something to which it can point with pride—Niagara Falls with its wall of water one hundred and seventy-five feet high; Brooklyn Bridge over the Hudson in New York; Mammoth Cave in Kentucky; City Park in Philadelphia; Muscle Shoals in our own Alabama, and others of equal note.

But, did you know Birmingham, with her great steel plants and other manufacturing industries, points with a finger of pride to a most unique and attractive shoppe that boasts of being the only one of its kind in the South?

Perhaps you might be interested to know a bit of the history of this very unusual business: A few years ago two attractive young ladies, college graduates, entertained a few of their friends in their home. For refreshments they had made an attractive and unusual little cake and designed an odd favor for each guest. This, truly, was the beginning of this wonderful business, for scarcely had the day closed when one of their guests inquired over the phone where they had procured such unusual and beautiful cakes. Reluctantly they consented to design and make the cakes for her party. Requests came more frequently until the home was soon burdened with orders; so these energetic girls busied themselves to find a suitable location and equip a place for their business.

Can you imagine a Mother Goose party where scores of children are to participate—see a frantic mother searching for something in cakes to carry out her idea? Here is what she found at this unique shoppe: They made for her an exquisite cake representing a nice elevated plat surrounded with an old-fashioned rail fence, and on the crest of the knoll there rested the proverbial Shoe, the home of the Old Woman who had so many children. A miniature well, with Jack and Jill, together with many other of Mother Goose's far-famed family, and lastly, the Old Woman was spanking her children preparatory to sending them to bed. But, this wasn't quite all—these sisters made for each little guest a real Humpty-Dumpty of delicious cake, iced in various colors, with hand-painted features and a jaunty cap—just ready for the fall.

This is merely one of the thousand problems brought to them. And they solve them all just as satisfactorily as they did this one.

Maddox Sisters
.. Cake Shoppe ..

Designing of Wedding Cakes a specialty. None too large and none too small to receive our personal thought and supervision. Cakes for any occasion and as fresh and delicious as beautiful.

Mints of any type. Favors executed from your own ideas to match your cakes. Hand-made Place Cards with dainty flowers and names made of icing. Anything unusual you want we can make it.

Let us think for you and save yourself for your party.

Our Motto is to Please

MADDOX SISTERS
....CAKE SHOPPE....

LOWER HIGHLAND AVENUE
and TWENTY-NINTH STREET

PHONE 4-0650

Flour Milling

The milling industry is the oldest known to man, beginning probably with the birth of civilization. Before milling became an industry, grain was ground between two rocks by the individual. Then came the mills of the mortar or pestle type—advancing through the various stages to the roller mills of today.

Milling became quite an important industry before the beginning of the Christian era, and the power furnished in ancient days was by convicts. Then came the use of water and wind mills. The present day power used by the modern mill is electricity and steam.

There are three types of wheat used in the milling of flour: Soft Winter, Hard Winter and Spring. It is claimed by the United States Department of Agriculture, after a careful survey, that the soil and climate in Illinois and Missouri is best adapted for Soft Winter Wheat and the finest Soft Winter Wheat grown in the United States is produced in these two states.

The wheat is brought from the farms to the mill where it is cleaned and thoroughly scoured—every particle of foreign matter being removed—before it is sent to the rolls, which is one of the most important processes of milling. It is then ground and bolted through the finest of silk cloths.

This is where the art of milling comes in. A head miller must know wheat from every one of its various angles. He must know its grades, its brittleness or toughness, its moisture, its weight per bushel, and many other things. With this knowledge he knows how much to temper his wheat, the corrugation needed on his rolls, how to set his rolls, how much to bleach, when and where to cut the stream to get the desired patent, how much bolting cloth to use, and all the other minute details pertinent to the art.

Soft winter wheat makes the finest flour for biscuits, cakes, pastry and is the best all-purpose flour. Wheat flour is the purest and most wholesome food that the human being consumes. It is seldom touched by human hands from the time it enters the mill until packed in the container in which the consumer buys it.

For 88 Years It Has Been a Good Flour!

For Better Baking!

OMEGA FLOUR

(Plain and Self Rising)

Always Satisfies!

When ALL Your Friends Say
OMEGA Is a Better Flour,
There Must Be Something to It!

EARLE BROS.

Wholesale Distributors

BIRMINGHAM, ALABAMA

Childhood Dreams

How many times, since a little girl in "pig tails", have you conjured your "dream house" or built and furnished your doll house—just as you would have it when you got to be "a big girl"?

Just as the placid waters of Niagara River wends its leisurely way toward the falls with ever-increasing momentum until it finally takes its mad dash over the rim, so are the dreams and desires of childhood more pronounced with each succeeding year, until the time when a young woman reaches the portals of wedlock, these thoughts and dreams are uppermost in her mind, relegating all other things to an immaterial background.

However, there is one thought in connection with the furnishing of a home that has, no doubt, been given very little consideration: Will the furnishing of this home be the means to lasting happiness or a constant source of heartache and trouble?

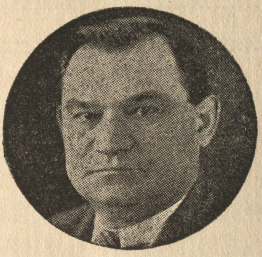
There are so many cleverly-concealed traps set today to catch the credulous and unwary that, more than ever, you should lend profound consideration to the concern which you will ultimately favor with your business.

As you know there are many different types of humanity. Just so are there many different types of furniture. A person with a virile temperament will tend toward contrast, while one with an even mien will favor blending of colors rather than contrast. All furniture is designed and built by all kinds than contrast.

The unscrupulous merchant will try to palm off on an inexperienced buyer the gaudy stuff that he cannot move legitimately, camouflaging its unsuitability with an apparent bargain price.

Today, buying plans are such that you do not have to limit yourself to this type of furniture, regardless of how straitened your circumstances. A reliable dealer will conscientiously attempt to outfit your home for you, ever keeping before him your temperament and peculiarities.

Dependability in business has made rapid strides in the past few years, because young people are not as susceptible to the wiles of questionable merchants, thanks to the vigorous campaign waged against them by truly dependable concerns.



IT WILL give us great pleasure to place your name among the many thousands we have endeavored to deserve and preserve for so long a time.

—*Harry Sokol*
—*Nathan Sokol*

—FURNITURE
—PHONOGRAPHS
—CLOTHING

Sold On

Easy Time Payments

Sokol Bros.

1721-23 THIRD AVENUE

It's Cheaper at Sokol's

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